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A Service for Directors  
Of Women's Radio Programs

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# Radio Round-up on food...

## PORTS OF ENTRY...FOR FISH



If you were asked to name the leading fishing port in the continental United States, would you think first of Gloucester in New England? The answer inspired by memories of clam chowder and codfish cakes would be right...if you're talking about fresh or frozen fish. But in terms of weight of fish landed last year, San Pedro, California, tops the nation.

### California Coast is No. 1

In fact, the three leading ports for fish during recent years are on the California coast...San Pedro, Monterey and San Francisco. Those ranking next in order of importance during 1944 were Gloucester and Boston in Massachusetts, then Beaufort, South Carolina; Fernandina, Florida; San Diego, California; New Bedford, Massachusetts, and Reedville, Virginia. These ten ports receive one-half of the nation's production of fish and shellfish.

At the California ports, 90 percent of the fish brought in were pilchards. While most of this catch will be used in the form of industrial oils and poultry feed, a substantial portion will be eaten as canned sardines.

Here are some figures on the port landings at San Pedro: about 390 million pounds of pilchards; 100 million pounds of mackerel; 60 million pounds of tuna, and small quantities of other species.

**War Food Administration  
Office of Distribution**

### Atlantic Coast Gets an Inning, Too

Gloucester held first place on the Atlantic coast with landings estimated at 189 million pounds. Boston followed with 160 million pounds. These ports are the nation's principal centers for fresh fish. They receive haddock, rosefish, cod, pollock, flounders and other species handled almost exclusively by our fresh and frozen fish markets.

Beaufort, Fernandina and Reedville ports are devoted almost entirely to a single species...menhaden. This fish, caught in tremendous quantities on the Atlantic Coast, is never seen at the fish market. It's used principally in the production of animal feeds and industrial oils.

San Diego is important because the large tuna boats that fish off Mexico and farther south land their catches at this port. Most of the 84 million pounds of fish delivered at San Diego last year were tuna, which are sold primarily in canned form.

Of course, considerable stocks of frozen fish, now in cold storage warehouses, and limited inventories of canned fish are a welcome addition to our other supplies of animal protein food.

### HAVING A VICTORY GARDEN THIS YEAR?



Victory Gardens are going to be just as important this year as last. With stepped up offensives in the Pacific...and with the present military situation in Europe... total food requirements this year will continue high. Since this country can not afford to gamble on food supplies, 1945 production goals for farmers and livestock producers call for the same output of food as in 1944. This means there'll be the same need for the number of Victory Gardens as during the past year, when 18 and a half million gardens were grown.

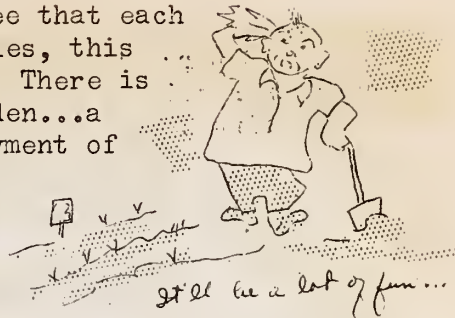
Reports to the War Food Administration reveal that one-third of the gardens were on farms, with the remainder in community and suburban areas. These rural and urban gardens supplied more than 40 percent of the fresh vegetables grown last year, and about

two-thirds of the homemakers in the nation did some home canning or other method of food preserving.

### Dig, Sister, Dig

Victory Gardens in '45 will not only help the wartime food situation, but will provide fresh vegetables for summer and winter meals...also

save money and ration points. To the degree that each community is able to raise its own vegetables, this burden lightens our transportation system. There is also a personal satisfaction to a home garden...a source of healthful exercise plus the enjoyment of eating fruits and vegetables "fresh from the vine."



And it's not too early in the year to start plugging for more and better gardens for 1945.

### SMALL LOTS OF PRESSURE CANNERS

Homemakers, desiring pressure canners for year-round usefulness as well as for the canning season, should be watching for deliveries of these canners at their local stores.



Last fall the War Production Board allowed manufacturers enough aluminum to make 630,000 pressure canners between October, 1944, and July, 1945. Most of the canners will be made in two sizes. The small one holds seven quart jars and the large one, 14 quart jars. All are of cast aluminum and have a rack to hold jars, "come canning season." Each is equipped with inset pans that make the canner suitable for cooking foods the year-round. The small size is especially convenient for family cooking of stews, beans, cereals and steamed puddings.

### "Them As Has...Gits"

Those of your listeners who're lucky enough to have a pressure canner already probably would like the bulletin on how to care for it. You can have them write for their free copy..."Take Care of Pressure Canners"...from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

As a special service to women directors, we have a copy of this bulletin for you at our regional office: War Food Administration, Western Union Building, Atlanta 3, Georgia.

### SUGAR USE OUTSIDE THE HOME

The lowest national inventory of sugar at this time of the year we've known was brought home to consumers this past week. The Office of Price Administration cancelled all stamps except Number 34...placed inventory restrictions on industrial and institutional users...and reduced ration allotments for the first quarter of 1945.

The tighter restrictions will not hold true for bread and bakery or cereal products, nor for pharmaceuticals. Cereal users have been

getting 80 percent of the sugar they used in 1941, and pharmaceuticals have been receiving 125 percent of 1941 use. And this same allotment will continue. The use of flour by bakers has increased sharply since 1941, so you can see that...with the allotment of sugar staying at 80 percent of 1941...the baker will still have to stretch his sugar supplies.



#### Same fruit...just less sweet

Nor is there any desire to have fruit packers cut the number of cans they process. They will continue under the same allotment system as in 1944, but the average amount of sugar that goes into each case of fruit has been reduced from 100 percent to 90 percent of the quantity used during 1941.

Because there are ample supplies of preserves on the market, for the first quarter of 1945 producers of such products will be allotted 70 percent of the sugar they took in the same period last year. This past year, when preserves were rationed, manufacturers of preserves were limited only as to the amount of sugar they could use in each pound of finished product.

#### ...Take the Bitter with the Sweet

All in all, civilian supplies of sugar in 1945 will be substantially lower than in '44. The 1,200,000 tons allocation for civilians during the January through March period is about 225,000 tons less than in the last quarter of 1944. Part of this decrease reflects the fact that in the first quarter of a year consumption of sugar is at its seasonal low point. However, the supply of sugar for civilians in this quarter is lower than in the first three months of 1944, by about 112,000 tons. To make up this reduction it's been necessary to reduce allotments under rationing for all classes of civilian users.

#### SPEAKING OF MEAT

Now that 85 percent of our meats are back on the ration list, you'll probably be suggesting new ways to fix low-point or no-point meats. Homemakers are eager to learn recipes that call for use of those meats and cuts that remain point free...because those are the cuts less popular for use.

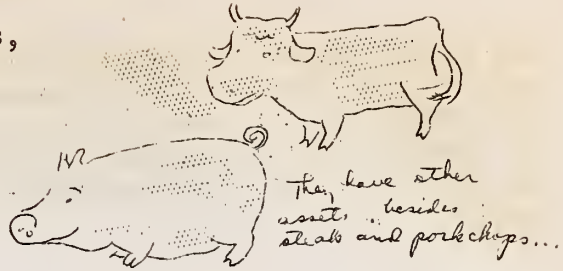
Those point free meats are: All variety meats such as tongue, heart, liver, kidneys, tripe, sweet breads, and brains...with the exception of veal and beef liver, which now require points.

Mutton: All grades and cuts.

Lamb: All cuts of utility grade, also breast, flank, neck and shank, and patties ground from zero point value cuts.

Pork: All fatbacks and plates, hocks, jowls; and knuckles.

Canned meats: Chili con carne, meat loaf, deviled tongue, meat spreads, potted and deviled meats, tongue and tamales.



One way to save points for rationed meats and yet stretch the meat dish is to serve bread stuffings with the main course. Shoulder roast of veal, for example, is low in points, and with a savory bread dressing the meat is not only extended but takes on company appearance.

### FLOSSY TOUCH TO LIFE JACKETS



Not the tumbling tumble weed, but milkweed pods were followed this past summer by school children from Kansas and the Dakotas east to Virginia and Maine. They picked more than 2,500,000 bushel bags of these pods to produce floss for over a million regulation life jackets.

This "picking" campaign started because the war in the Pacific cut off valuable supplies of kapok. The floss from milkweed was an available and... up until that time...a much neglected substitute for kapok.

### New Extra-Curricular Activity

In most states the Department of Education took over the handling of the collection program. Empty onion bags were delivered to county school superintendents. They in turn distributed the bags to individual schools. Teachers assumed responsibility for directing and encouraging collection, drying the bags of pods and assembling the collections for a community. State highway departments provided trucks for the gathering of school collections at a central point within each county. Boy Scouts, Girl Scouts, 4-H clubs, Campfire girls, Junior Red Cross members and Brownies were encouraged to work as units collecting the pods. The pay per bushel for the pods was 20 cents. Some groups pooled their earnings to buy athletic equipment for this year or to make donations to the Red Cross or charitable organizations.

The country wide total of the harvest amounts to nearly 600 carloads. Since storage capacity of the processing plant at Petoskey, Michigan is

not large enough to handle all of the collections at one time, shipments of the pods from local assembling points are continuing. The processing plant is being operated 24 hours a day -- with an output of approximately 8 thousand pounds of floss daily. Then every three days a carload of processed floss is shipped to manufacturers of life jackets.

#### ALL PUFFED UP



Agricultural records on many crops were broken in 1944. But have you ever heard of a crop that got all puffed up because it broke a production record? Well...popcorn does, and has a right to it's inflated opinion.

The 1944 popcorn crop...in the twelve states where the commodity is produced in commercial quantity... is estimated at over 202 million pounds of ear corn.

#### Popcorn States

States which raise our popcorn are Ohio, Indiana, Illinois, Michigan, Iowa, Missouri, Nebraska, Kansas, Kentucky, Oklahoma, Texas and California. Iowa produces one-third of the national crop. Missouri, Illinois, Ohio and Indiana rank below Iowa in the order named. Oklahoma, a comparatively new producing area, is also in top rank.

Most popular corn grown in this country is a yellow variety called "South American." It's particularly adaptable for confections, and vendors favor it, too. The popularity of this "South American" variety is based on "popping" expansion...which should be at least 25 times the volume of the popcorn used. It holds up well in caramelized confections. And because of its yellowish tinge, a vendor can use less butter on the finished product and still give it a well-buttered appearance. Other ranking favorites grown in our popcorn states are the Japanese Hull-less, Yellow Pearl and White Rice varieties.

#### American Favorite

From the field, popcorn goes into open cribs like other corn for a curing period. It's usually shelled and screened in late winter. Sales for popcorn dropped off during the rising popularity of candy bars, but demand is again on the upward trend. Wives and sisters and mothers have even been sending cans of the un-popped corn overseas to service men. The soldiers pop the corn on stoves in barracks for a treat that reminds them of circuses and movies back home.

## BEANS -- NORTH OF THE BORDER

Many of our food habits are regionalized. Consider beans...New Englanders like baked navy beans, Southerners favor butter beans while chili is the favorite bean dish of our neighbors just "North of the Border." Homemakers from each part of the country usually make a specialty of their native dishes. Because of this, foods popular in grocery stores in the Southwest may not be known along the East Coast.

### Meet Mr. Pinto

An example of this is the pinto bean. This light pinkish-brown bean...mottled with a darker brown...has long been a favorite food in the states along the Mexican border. On the other hand, this kind of bean has been only slightly known in grocery stores throughout many parts of the country. However, the large pinto crop for the past two years has resulted in more of these beans being distributed over a wider territory. Large quantities of white beans and red kidney beans are going for military and Lend-Lease purposes. Naturally this leaves smaller supplies of these two for civilians. As a result, homemakers throughout the country are finding that pinto beans are delicious in many different ways. You might suggest to your listeners that they try these beans in making chili, baked beans, bean soup, and other bean dishes.



*Introducing*

Colorado leads in the production of pinto beans, with New Mexico and Wyoming coming in second and third. As you would expect, the South and Southwest are large consuming areas. It's surprising, however, that many of the coal mining areas in Kentucky, Tennessee, West Virginia and Pennsylvania, eat large quantities of pinto beans every year.

The folder, "Dried Beans and Peas in Wartime Meals," will give you more information about the preparation of various kinds of dried beans. If you want to offer it to your listeners, suggest that they write to the Office of Information, Department of Agriculture, Washington 25, D. C.

As a special service to directors of women's programs, we have free copies of this bulletin in our regional offices. You can get one by writing Marketing Reports Division, War Food Administration, Western Union Building, Atlanta 3, Georgia.

## FRESH FOOD ROUNDUP

If your homemakers are getting a little jaded with menu monotony... you might pass along a few "different" recipes for the limited varieties available during winter months...such as potatoes and onions...still best buys on Southern markets.

Runners-up include rutabagas...in liberal supply and fairly cheap in price. Other root vegetables available include sweet potatoes, holding steady at reasonable prices on the moderate supplies on the markets... and fair supplies of turnips. Greens, too, are in fairly good supply... including collards, mustard greens and turnip greens. Quality varies considerably, however, so any of these vegetables bear careful selection on the part of the homemaker. Freshness is essential...if they're to get the most in food value from these vitamin-rich greens.

Cabbage is more plentiful this week than it's been...with green heads of good quality coming in principally from Florida and South Carolina farms. Celery, too, is more plentiful, as it moves towards its peak winter season. With the increasing supplies, the price has dropped slightly. Though lettuce is light in supply currently...it's expected to be more plentiful shortly.

Tomatoes are more plentiful than they've been...but the price is still high on those of good quality.

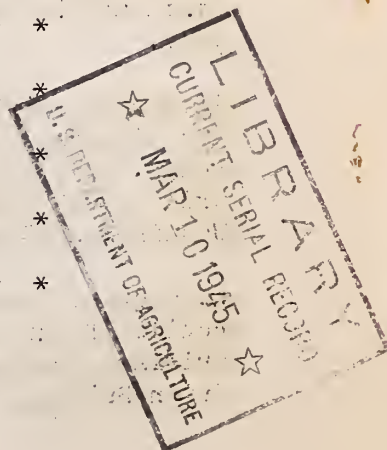
Carrots are in light to moderate supplies on most markets...while other vegetable varieties...including snap beans, Brussels sprouts, eggplant and squash are available in only limited supplies and at rather high prices.

Fruit supplies are up again, after a temporary low last week. Liberal quantities of apples are available...and moderate supplies of both oranges and grapefruit are selling at slightly lower prices than they've been. For between-meal snacks there are plenty plentiful supplies of good quality tangerines.

\* \* \* \* \*

\* The Fresh Food Roundup is based on general  
\* supplies and movements of fruits and vege-  
\* tables. It's advisable to check on local  
\* markets to make sure these products are  
\* available in your community.

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Atlanta 3, Georgia  
January 13, 1945

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# Radio Round-up *on food...*

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A Service for Directors  
Of Women's Radio Programs

## ICE FOR TENDERNESS

In the future, the "quick freeze" method may become a popular way of tenderizing meat.

U. S. Department of Agriculture scientists have been investigating the effect of low temperatures on the tenderness of beef. They found that when ice crystals form within the fibers of the meat when it's frozen, the crystals split the fibers and thereby have a tenderizing effect.

At temperatures just below freezing, the scientists didn't find ice crystals within the fibers of the meat. At zero degrees Fahrenheit, some crystals were evident within the fibers.. At 10 degrees below and 40 degrees below zero, the crystals were numerous and finer...and the frozen meat was more tender when thawed and cooked.

### Today's Tenderizing Method

The general method of making meat more tender is the "aging" or "ripening" process. Beef or lamb, after slaughter, is usually kept hanging in a cooler at a temperature slightly above freezing for several weeks. This cold storage checks the development of bacteria that cause spoilage, but doesn't stop the action of enzymes that are already in meat. Enzymes soften fiber and connective tissues.

OFFICE OF MARKETING SERVICES

**War Food Administration**

### The Two Compared

The Department of Agriculture scientists studied both the aging and freezing methods for tenderizing effect. The best storage method they have found so far...to keep deterioration down and obtain tender meat...is to age the meat 15 days and then freeze it at 10 degrees below zero Fahrenheit. Beef aged only 5 days and frozen at 10 degrees below zero was as tender as beef aged 35 days without freezing. The experimenters in the Bureau of Animal Industry in the Department of Agriculture believe their laboratory tests will help remove the prejudice against frozen meat and lead consumers to appreciate good methods of freezing meat.

### G. I. FLARE FOR FOWL



If you happen to live in Atlanta, or Oklahoma City, or Nashville, Philadelphia, or Miami, Washington, New York, or New Orleans you won't be recommending the buying of broiler, or fryer chickens on your local markets. The reason of course is the recent WFA "freeze" that sends 100 percent of the commercially produced broilers and fryers in three sections of the country right into the eager clutches of the Army mess sergeants. Poultry raised in the Delaware, Maryland, Virginia area, in the Gainesville, Georgia district and the tri-state region covering parts of Missouri, Arkansas and Oklahoma have for the time being passed from a civil-

ian status to General Issue. That means less chicken at the corner store if you happen to live in a section of the country that draws on these areas for supplies.

The Quartermaster Corps has asked for 110 million pounds of chicken meat for the men and women in uniform. With the order comes an explanation that chicken is one of our best morale foods and leads the list in Army hospitals, rest camps and rehabilitation centers. So really the fryer the homefolks planned to have for Sunday dinner is carrying a message of home to our fighters...somewhere overseas... camps in this country...on ships. That Army serving of chicken by the way, is still limited to ten ounces per man.

### MENU PLANNING FOR A NATION

As we face a new year, you might wish to look again at this business of getting food from farm to consumers. Those consumers, you know, are not only in our towns and cities. Between 10 and 11 million of our regular customers are scattered over the face of the earth. There are other customers in liberated countries and in the homelands of our Allies.

So let's start with food as it comes from the farm in raw state. How much food will there be for distribution? Well, representatives from the War Food Administration...with the help and advice of local people who work with farmers...gather round a conference table to plan farm goals for the succeeding year. The goals aren't pulled out of a hat. They are based on special food needs of the Armed Forces, our civilians, Allies and foreign relief.



The goals are made only after reserve stocks on hand are considered...and with a view to maintaining adequate reserves for the future. Then the goals are checked with the States and given a final review. Thus there is a plan for the year's farm output. As you know, 1945 goals in general call for about the same planted acreage as in 1944, with high levels of production for livestock.

#### Distribution Considered

Cutting the pie into enough pieces to go around is the next job. It isn't possible to meet the wartime demands of all claimants; so requests and needs must be examined in order that the supply will be divided as fairly as possible.



*He Gets His Share*

To do this complex job of division, there's a committee which represents all Government agencies concerned with food problems. The War Food Administration represents civilian requirements. Each of the services...Army, Navy, and Marine Corps...has a representative. American territories are represented by the Department of Interior. The Foreign Economic Administration is spokesman for our Allies through Lend-Lease, and for the people of liberated nations. There are other representatives from the State Department, Red Cross, Office of Price Administration, War Production Board and Veterans Administration.

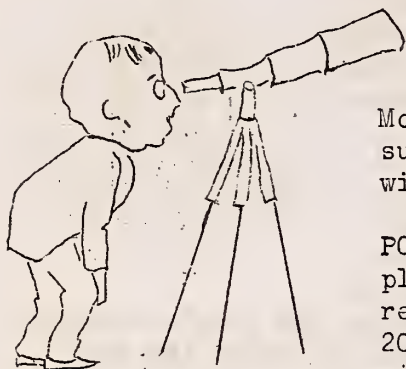
The allocations or divisions made by this committee are on a 12-month basis. But since the fortunes of war may affect the plans, the allocations are made "firm" by three-month periods. At the end of three months, the supply is re-examined and allocations are set for the next three months.

#### We Get Most of It

Although our fighters sit at the first table, the major part of our farm production is consumed by civilians.

The allocation committee bases civilian food supplies on the amount and kinds of food that will maintain health and vigor of our people.

On the basis of information currently available, here's how food supplies for civilians will stack up in 1945:



*Taking a Peep at the future*

**MEAT:** Civilians can expect less meat than in 1944. Last year each civilian got about 145 pounds. This year they will get around 15 pounds less per person. Most of this difference will be in pork. Beef supplies will probably be at the same level... with less veal and lamb.

**POULTRY:** There'll be smaller civilian supplies of chicken because of heavy military requirements. Per capita consumption will be 20 and a half pounds of chicken in comparison with almost 23 pounds in 1944. Turkey supplies will be about the same this year.

**SUGAR:** This commodity will continue on the tight side throughout the year. Carry over reserves are smaller and so is the 1945 Cuban cane sugar crop. At the same time military needs are larger. Also military demands on shipping may make it hard to move sugar from our territories. While higher goals for sugar crops in this country have been set, labor for these crops is a special wartime problem.

**DAIRY PRODUCTS:** The butter supply will not improve in 1945...there'll probably be less. Fluid milk may be a little more plentiful. Military and Lend-Lease demands are expected to take most of the evaporated milk, although civilians will continue to get enough to meet essential needs. Powdered whole milk will go for war uses, but there'll be plenty of powdered skim milk for food products manufactured for civilians. Cheddar cheese supplies will be somewhat smaller than in 1944; however, there are good supplies of cottage cheese in sight.

Fruits and vegetables present a picture of varying outlook. Civilians will probably receive less commercially canned fruits and juices... probably from 10 to 12 percent less than in 1944. But supplies of these canned foods will be about as large as in the pre-war period. There'll also be a slight civilian cut in canned vegetables for the 1944-45 season. Long range predictions on fresh fruits and vegetables are hard to make. But for the next three months there'll be good supplies of many fresh fruits such as apples, pears, and citrus fruits. On the whole, supplies of fresh vegetables for the next three months should be above average, but not as high as the level a year ago. Supplies of frozen fruits and vegetables will remain as high as in 1944...perhaps larger...depending on the storage situation.

**MISCELLANEOUS:** Cereal products will be plentiful. So will eggs, especially during the first half of the year. Supplies of edible fats and oils should meet a moderate need, though there'll be none to waste. All in all, the allocations at this time point to enough food to meet adequate nutritional standards...but the variety may not be wide enough to suit our fuller pocketbooks.

## DESIGN ON ACTION

When you're passing out tips on choosing kitchen equipment, how about calling attention to aprons and work clothes? A dress or apron that restricts the worker or twists or gets in the way, may be as fatiguing as a poorly planned kitchen.

You can find a design to recommend for each household job and each wearer in the new bulletin, "Dresses and Aprons for Work in the Home," prepared by clothing specialists of the U. S. Department of Agriculture.

The bulletin contains 15 original designs both photographed and sketched. These new designs had to pass rigid wear and work tests. Each had to have free action and coolness for comfort, safety features for work, time and energy-saving features that make it easy to put on and easy to iron. Each apron had to be durable in material and workmanship and be pretty as well as practical. Besides design and construction notes, the bulletin gives pointers on selecting patterns or ready-mades.



DESIGNED FOR  
AN ESSENTIAL  
WORKER

Some of the designs have been reproduced by commercial pattern companies thus making them available to home sewers.

### How to get free Copy

If your listeners want a free copy of these designs, tell them to write to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. and ask for Farmers' Bulletin No. 1963, "Dresses and Aprons for Work in the Home."

As a special service to directors of women's programs we have a free copy for you at our regional office. Just write and request your bulletin from the War Food Administration, Office of Marketing Services, Western Union Building, Atlanta 3, Georgia.



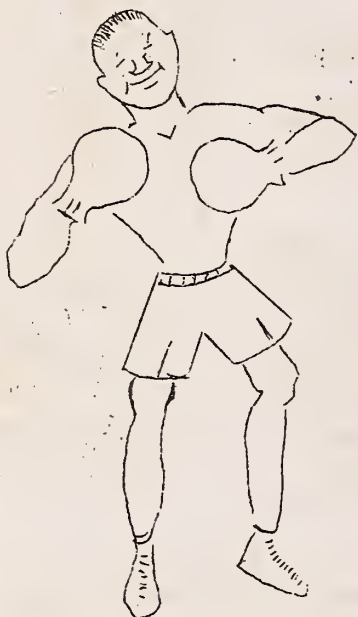
### GET OUT YOUR YOLK BOOK

Four billion, 350 million dozen eggs...that's the revised 1945 goal for the little red hen and her sisters throughout the country. And that's a lot of eggs ...laid end to end.

After the priority list...including driers, freezers and military users...has been checked off, the new goal should provide 347 eggs for each civilian in the country during the year. This amount equals the record consumption in 1944.

Your listeners will appreciate these eggs more and more as time goes on and meat continues in relative short supply. Eggs are an important source of protein and adaptable in hundreds of recipes which you can suggest over the air.

## CHAMPION



## BUILDERS

### SPINACH TALK

Texas spinach, now being distributed in all States except those in the western region, is one of the most reasonably priced vegetables on the market.

Practically all the winter supply of spinach comes from Texas...has, as a matter of fact, for several decades. This supply will continue to come to all but Pacific coast areas through March. Fresh spinach from Texas takes about 6 to 10 days to reach consumers in northern markets. It travels iced in refrigerated cars in bushel baskets...usually 18 to 20 pounds to the bushel. The Texas crop this year is estimated at over 62 thousand tons. While this yield is 3 percent below the pre-war average -- and 13 percent below production in 1944 -- the new crop is adequate to meet all demands.

Besides the present attractive price, spinach is one of the green leafy vegetables important for Vitamin A...the vitamin which builds up resistance to certain infections and helps prevent night blindness. An average serving of spinach...about 3 ounces...will take care of the day's need for Vitamin A. The same serving will supply about a fourth of the day's requirements of iron which helps keep the coloring matter of the blood up to normal. Spinach...like other green leafy vegetables...is a good source of riboflavin.

Spinach may be cooked with only the water that clings to its leaves after washing. In a tightly covered pan on a low to medium fire, the salted spinach will reach its appetizing state in 5 to 10 minutes of cooking. It's good seasoned with pork drippings. And don't overlook the use of the tender spinach leaves raw in a salad. Fresh spinach may be used with or without other salad greens. It's excellent combined with slices of hard cooked egg.

### A FEW BARS OF SOAP

In line with radio ethics, the following paragraphs tell a good clean story. The facts were garnered from a recent speech given by Lee Marshall, director of distribution in the War Food Administration, to the Association of American Soap and Glycerine Products, Incorporated.

Mr. Marshall pointed out that the manufacture of soap is an ancient skill. In Pompeii of 2000 years ago there's record of at least one soap factory in operation. And in Great Britain when James the First was King, he sold the monopoly of making soap in the kingdom for about \$100,000 a year. Under terms of the monopoly though, manufacturers could not make more than 3 thousand tons a year...less than one pound for each British subject.



In our country, there are records showing that the commercial soap business toward the end of the 18th Century amounted to only about \$300,000. However, with technical improvements in the 19th Century, soap manufacturers really got under way. At present, American soap manufacturers are not only responsible for manufacturing and distributing large amounts of soap to civilians and our military forces, but they have increased the production of many related products.

#### G. I. Demands Heavy



Those military demands are particularly heavy at this time. Fighters on 56 fronts need large quantities of soap for a great variety of uses. In the last war, four or five fighting fronts were about the maximum at any one time. The 56 fronts now mean a far more complex supply and reserve problem. (Of the products related to soap, glycerine is one of the most important.) Glycerine goes into medicines, synthetic rubber, munitions and protective coating components.

Mr. Marshall said that while glycerine requirements are being fully met at this time, there's a tight supply situation both as to edible and inedible fats used by the industry. The United States has a shortage of one billion pounds of fats and oils from its normal supply...the fats and oils that came from areas now in Japanese hands. How long Japan will continue to block out these sources no one knows.

#### What To Do

The only two methods of making up this deficit according to Mr. Marshall are increased domestic production and conservation. While the American farmer has broken all records in increasing production of agricultural commodities...including fats and oils...these increases cannot fill in all the gaps. This is where conservation steps by the industry and fat salvage programs have stepped in.

Mr. Marshall concluded his message with a plea to American housewives to salvage more kitchen fats.

## FRESH FOOD ROUNDUP

Yes, it's the "low" season for fresh fruits and vegetables, but even so your homemakers can find enough to add the necessary vitamins and color to their meals. And some of them...both fruits and vegetables ...can be bought without putting too much strain on the pocketbook. You can help by reminding the ladies who wield the kitchen implements -- and the purse strings -- their best buys.

Three fruits fit in the "good supply" category this week...apples, oranges, and tangerines. They're found in most every store -- not too expensive and good quality. The oranges and tangerines, of course, are high in vitamin C content...and even though an apple a day may not keep the doctor away, it's in order now from an economical and health standpoint. Women with tastes for avocados are out of luck, because they're few and far between. There's a moderate to light supply of grapefruit and very light supplies of pineapple, and pineapple prices run rather high. The grape season's practically over.

When it comes to vegetables -- well, there's the old standby -- potatoes. Sweet 'uns and Irish 'uns can be found in good supply. They're good quality and prices are steady. Cabbage is on the upgrade. In other words, supplies are improving and prices are somewhat lower. And lettuce is expected to be plentiful on most southern markets within the next few days, at prices homemakers can afford to pay. Also on the "better supply" list we find carrots, cauliflower, collards and spinach. Prices are still pretty high on carrots and cauliflower, steady on spinach, and reasonable on collards. Good quality rutabagas and greens are found on most markets, although rutabaga supplies are beginning to drop off and prices are beginning to inch up.

In the light-supply-high-priced vegetable group we find cucumbers, peppers, squash, egg plant and tomatoes. Tomatoes are getting more plentiful, most of those on the market now coming from Florida and Mexico. A few Texas and Florida radishes and green onions can be found on occasion, and there's a little broccoli coming in from California, Arizona and Texas. All these fall in the higher price range.

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The Fresh Food Roundup is based on general  
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Atlanta 3, Georgia  
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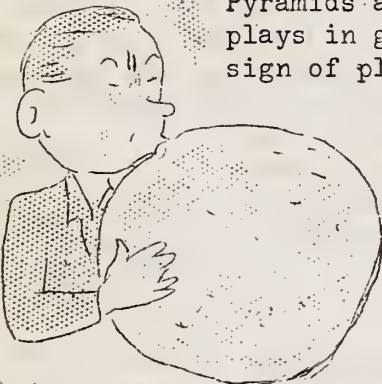


A Service for Directors  
Of Women's Radio Programs

# Radio Round-up

on food...

## A TALL DRINK OF ORANGE JUICE



*The squeeze for orange juice  
won't be a strain there, de.*

Pyramids and boxes of oranges now rule the fruit displays in grocery stores and produce stands. This sign of plenty is good news for the many Americans who consider orange juice their morning refreshment course.

Orange shipments from California and Florida, the Nation's main producing areas, are reaching the seasonal marketing peak. Smaller crops are also coming from Texas, Arizona, Alabama, Mississippi and Louisiana. Our greatest number of oranges are shipped during the months from November to June. Florida is pretty well out of the market in the late summer and early fall.

### To Market, To Market

California ships oranges throughout the year. The Navel and other early varieties begin moving to distribution points in November and continue until late April or early May. This year the early varieties from California got off to a slow growing start, and rainy weather further delayed harvesting. Then more recently, bad weather in the Middle-West tied up transportation. But over 19 million boxes of Navel oranges are expected from California and Arizona before the end of the season. Harvesting of Valencias starts in February in Arizona and in March in California. Marketing really gets under way by April and lasts into November. Over 36 million boxes of Valencias are now estimated. So we're assured plentiful supplies of oranges from the West.

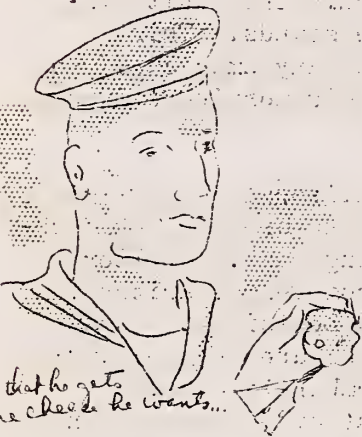
OFFICE OF MARKETING SERVICES

# War Food Administration

Florida early and Mid-season oranges begin moving in October and taper off by April. The Valencia oranges from Florida mature earlier than those in California and are marketed from February through June unless the season is late. Despite the hurricane loss, of the past fall, Florida is expected to market 42 and a half million boxes of oranges this year.

In the past, Florida led in citrus production. About fifty years ago... in 1894...a severe freeze killed off a large percentage of the trees. But heavy plantings during the 1930's...plus improved cultural practices...are bringing Florida back. At present, California Navel oranges predominate on the markets -- from the West Coast to Pittsburg. Florida oranges are more in evidence in Eastern and South-Eastern markets.

#### CHEESE TIDBIT



No more...no less cheddar cheese for civilians... that's the story in spite of rising milk production. Like the folks at home, the lads and lassies in service favor cheese, while among our Allies it's an old standby. So most of the extra cheese resulting from the greater amount of milk produced will go abroad.



#### ...And For Civilians

Your listeners may want to know that the War Food Administration aims to keep civilian supplies

*she can't give you more...*

of cheese fairly level whenever possible. During February we'll receive about 33 million pounds -- approximately what we've been getting in recent months.

Above that constant line, any rise and fall in amounts of cheese will reflect in the set-asides for non-civilian use. During March and April, if milk production climbs as expected, even more cheese will feed our uniformed men and women and our Allies.

#### GARDENS WITH A DASH ...

If any of your listeners are wondering about the importance of home gardens this year, tell them that the principal reason for having Victory Gardens in the past still holds true. And that is...the high military requirement for our commercial pack of fruits and vegetables. Right now that supply is going to 56 theaters of war. The 1944-45 pack's already allocated among civilians, military and other war claimants. So any supplementing of civilian supplies this year must be done by home gardening and canning.

Gardeners will find vegetable seeds, fertilizers and insecticides in good supply. There was a bumper crop of vegetable seeds from the commercial producing areas last year. Of course, if all gardeners waited until near the planting season to place their orders, a bottleneck in deliveries could develop.

#### To make them Rich in Food Value

The same grades of fertilizers will be sold as last year. This means that for the Atlantic Seaboard the formula will be 5-10-5. In case you're not up on this code, it means 5 parts nitrogen, 10 parts phosphoric acid and 5 parts potash. The formula for the Central States, including the Corn Belt, will be 4-12-4. And for the West the formula is 6-10-4.



*Time to plan this...*

While the outlook for insecticide supplies is about the same as last year, the gardener who wants rotenone (ro-te-non) should place his order early.

So just in case there might be delays in deliveries, tell your listeners to get out their garden catalogues early and place seed, fertilizer and insecticide orders well in advance of planting days.

#### HONEY SUPPLIES GOING

By far the greater part of the 185 million pounds of honey...the 1944 crop...has physically and literally flown the "comb."

The Office of Marketing Services in the War Food Administration states that only a small percentage of 1944 honey remains in the hands of producers. This amount will probably be sold directly to housewives and neighborhood stores...instead of through commercial packers. In fact, much of our domestic honey has been sold directly by beekeepers to consumers, because of the more favorable retail price for honey.



*Try it on your pancakes...*

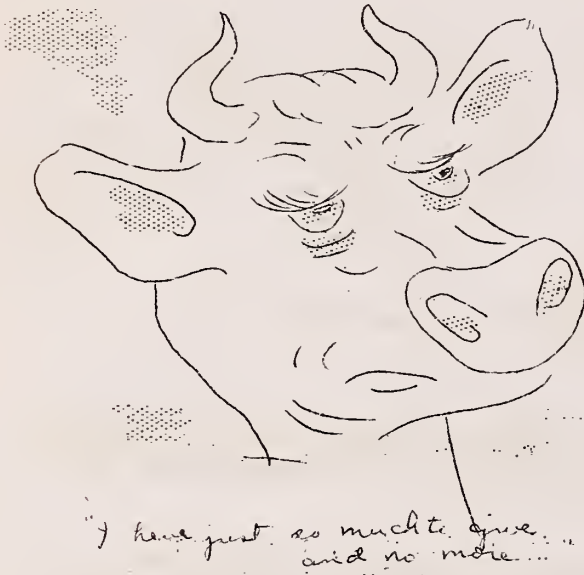
#### Sweet words for Homemakers

Though beekeepers have sold most of their holdings, this doesn't mean that there'll be no honey available during the rest of the winter and the spring months. Under present conditions, the honey packers who supply retailers bought their supplies early in the season and many of them have

considerable stocks on hand. Also some honey's being imported from Mexico, the Caribbean area and Central and South America to extend this supply.

So broadcasters who are recommending the use of honey as a "sugar saver" will want to check on local supplies. The amount in your area will depend on how much retailers and beekeepers have on hand.

#### BUTTER BUYERS



The Government is stepping up its purchases of butter to meet urgent military requirements. The amount needed will be acquired by having each producer set aside twenty percent of his creamery butter in February and 25 percent in March for sale to Government agencies. Any non-set aside butter the producer may deliver to the Government during January will be credited to his obligations for the coming two months.

All this adds up to the fact that civilian supplies of butter are going to be reduced further in this same period.

There just isn't enough butter being produced to meet present civilian demand and increasing military requirements.

#### ANOTHER ROW TO PLOW

No slackening demand for farm products is in prospect as long as fighting continues in both Europe and Asia. So farmers are raising their sights to another war record in food production.

Continued high demand for meat makes it vital that hog producers meet the goal of 57 and a half million spring pigs, and that there be a larger slaughter of cattle. There's a call for increased milk production -- also for more vegetables for processing.

#### There'll Be Some Changes Made

Some acreage will be shifted in line with the changing demand situation. For flaxseed, sugar beets, and cover crop seeds the goals



have been materially increased over last year.... Moderate increases will be asked for dry beans, potatoes and tobacco. All in all, the new goals call for 363 million, 635 thousand acres of this country in food or fiber crops. That's three percent larger than 1944 planted acreage.

### LEAN MILK...BUT WHAT'S IN A NAME?

In some countries it's known as "lean milk"...at home as "non-fat dry milk solids." Whatever the term, like as not your listeners don't know the product...although they're eating it in all sorts of commercially made foods.

Here's the story: Before the war, much milk, skimmed for butter making, fed the cattle. Now the need for food has diverted the stream of so-called skimmed milk to drying plants, increasing the production, in some cases, threefold. Dried, it packs well, keeps well, ships well. And it's nutritious, containing milk proteins, minerals, lactose, and the water-soluble vitamins, chief of which are the B

Complex. The only food values of which it's been "skimmed" are fat, Vitamin A and possible small amounts of other fat-soluble vitamins.



### Where It's Used

How do we use this powdered nutritive goodness in the U. S. A.?

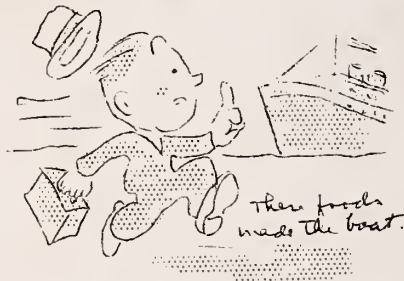
Mostly in baked goods -- principally bread -- in candy and ice creams, in sausages and processed meat loafs where it acts as a binder for the meat, in soups, in cereal, baby foods, in all sorts of prepared mixes. A small part of the non-fat dry milk solids used in this country sells in the South over the grocers' counters. Packages range from five ounces to one pound. It's said that some folks reconstitute the powder and add a culture to make buttermilk...or, for variation, they used it with a chocolate syrup to get chocolate milk. Others use it in baking. On the whole, milk solids improve the color, flavor, and tenderness of bread, cakes, pies, and other baked foods.

A large portion of the milk solids shipped to Britain go to the home-makers under the National Home Milk Scheme. An intensive campaign has educated the British to use dehydrated foods. They have demonstration teams; newspaper and placards advertising, and retailer's handbills, containing recipes, that are given with the product. Originally we shipped non-fat dry milk solids in two-hundred-pound barrels to be repackaged abroad. Now we're sending some eight-ounce tin cans that have explicit directions for reconstituting, and which hold enough powder to make four pints of fluid milk.

### ...And How it's Done

In the U. S. A. we dehydrate milk by two methods: spray process and roller. They're about equally good, grade for grade, except that spray processed dry milk dissolves almost completely in water whereas the roller processed leaves a slight residue. For cooking purposes that's of small matter. But since our Allies use a goodly part of their dried milk reconstituted; they prefer the spray kind. For this reason the War Food Administration must sometimes set aside a high percentage of spray dried milk for war services and Lend-Lease. Allocation for February and March is 50 percent. Since the production of roller processed powdered milk is large, having tripled since the war, no set-aside need be made.

### RIDING THE WAVES



Figures have been released on the amount of food and agricultural products that left our shores last year for our Allies under Lend-Lease. From shipside to ship... across oceans...and off again on distant piers, went some seven billion pounds of produce in 1944. This is over four billion pounds short of 1943 deliveries.

Meat and meat products led in the supply line with a total exceeding two billion pounds. Next in importance were dairy products and grains and cereals, with deliveries totaling over a billion pounds each for these two food classifications.

Lend-Lease deliveries went to the United Kingdom and other British possessions, to Russia, Greece, West and North Africa, the Netherlands, Poland, Yugoslavia and the French Committee of National Liberation.

When you're covering the Lend-Lease story, you may want to consider reverse Lend-Lease features, too. In Radio Food ROUND-UP of December 2 we mentioned, for example, that Australia and New Zealand are devoting 18 percent of their total war budgets to the United States Armed Forces.

### POINTS BACK ON CITRUS JUICE

At present any grapefruit juice and blended orange and grapefruit juice that's sold by canners must be offered to our Armed Forces. Civilians at present can buy only those stocks that are already in wholesale and retail outlets. Of course the War Food Administration order that limits sales of these citrus juices only to the Quartermaster Corps will be revoked as soon as military needs are filled.

So to stretch out supplies for the home folks until the order's removed, the Office of Price Administration has again placed ration point values on citrus juice.

Reasons:

When military needs for citrus juice were estimated some time ago it was thought that if each canner set aside a portion of his total 1944-45 season production for Government purchase, there'd be enough from this set-aside for all military services. But, as it worked out, the offers from current production were not sufficient to meet needs of the Armed Forces...so the new order was necessary. From one point of view this order's well timed, as supplies of fresh oranges are now nearing the seasonal high.

SHORTENING THE SHORTENING

By now your listeners know that lard, other shortening and salad oils are back on the ration list. Here's a little background information on the subject: ...

The action came quickly as the OPA and WFA moved simultaneously on Friday morning to protect our national supply and provide sufficient lard for war needs. The OPA's three-day freeze of retailers' stocks gives time to storekeepers for orderly inventory taking, while all dealers are being informed of the two red point per pound values. At the same time, the WFA has issued a set-aside order which earmarks 60 percent of all federally inspected lard in the country for military use. But because the order does not affect non-federally inspected lard, only about 40 percent of the nation's lard will be purchased by the Government. This set-aside also goes into effect on January 21.

In a Nutshell...

Thus the joint action not only provides shortening for war use, but assures equitable distribution of the remaining supply to American homemakers. The reason behind the action, of course, is increasing war requirements coupled with the decrease in the marketing of hogs in the great processing centers of the country. The recently announced decrease of twenty-six percent in our hog population is being offset now by a drive to have farmer-producers raise more pigs this spring. The resulting increased marketings will...in time... bring more pork, pork products and lard into consumer and military channels.

## FRESH FOOD ROUNDUP

Cold weather and rains usually mean plenty of the old head colds for lots of people these days...unless they're careful about the foods they eat. And...as you know...a well-rounded diet with plenty of fresh leafy green and yellow vegetables helps build up resistance to such common ailments. So...first in your suggestions of good buys for the week, you might like to tell your homemakers about the liberal supplies of collards flooding Southern markets. They're not only of good quality...they're cheap. Other greens...including turnip and mustard greens and spinach are in only light to fair supply currently...but they're reasonably priced for the most part. There's plenty of cabbage, though, and most of it's good...whether it's served as a cooked vegetable or raw in a vegetable salad.

Other vegetables your homemakers should be using in their menus these days include Irish potatoes, of course, still plentiful though prices are going up slightly...sweet potatoes, fairly plentiful and at reasonable prices...fair supplies of good quality carrots...cauliflower, turnips and rutabagas...and moderate supplies of onions.

To lend variety to meals, there's a more plentiful supply of celery now on the markets, though prices range from reasonable to a little high on some of it. There's a little broccoli available, too, still slightly high priced but cheaper than it's been for some time. Snap beans are in light supply currently...and the quality on much of it is only fair. Tomatoes, in moderate supply for this time of the year, are selling at relatively high prices for the best quality.

Citrus fruit, nearing its peak season, is adequate for the demand, whether your listeners prefer grapefruit, oranges or tangerines -- reasonably priced, too, which is another good thing for those susceptible to colds. Only other fruit in much evidence on Southern fruit markets are apples, fairly plentiful and selling at ceiling level or a little below.

\* \* \* \* \*

\* The Fresh Food Roundup is based on general \*  
supplies and movements of fruits and vege- \*  
\* tables. It's advisable to check on local \*  
markets to make sure these products are \*  
\* available in your community. \*

\* \* \* \* \*

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A Service for Directors  
Of Women's Radio Programs

# Radio Roundup on food...

## IF YOU'RE TALKING ABOUT MEAT



*"I don't get around  
much anymore"*

The lament of many a shopper for meat these past days has been "Is that all you have?" Wholesalers and butchers aren't very happy either when the selection they can offer narrows down to cold meats and weiners. But why this shortage of meat across the country... and particularly in the East, Northeast and California Coastal areas?

There are two outstanding reasons: the increased take by the military services, and a drop in meat production...a decline both seasonal and in total number of livestock available.

### The Army Needs It

Let's look for a few minutes at the increased demands of the Armed Forces...or rather the full take by military buyers. Sometimes in the past year, meat allocated to non-civilian claimants was not all picked up, and this remainder was released to civilians. This quarter, from January through March, civilians cannot expect any such windfalls or surpluses above the amount of meat actually allocated to them. The Army now needs its full allocation.

To assure this, there's a 100 percent set-aside order on all beef slaughtered in federally-inspected plants. Now this doesn't mean the military buyers are taking all this beef. They are limited to buying 60 percent of all Choice, Good and Commercial grades of beef in these federal plants.

## War Food Administration

But civilians aren't getting their 40 percent until the military buying is completed...and this sometimes delays the release of meats a few days.

Also some of the utility grade beef civilians used to get is going into canned meat items for the Armed Forces...at present 50 percent is being used for canning purposes.

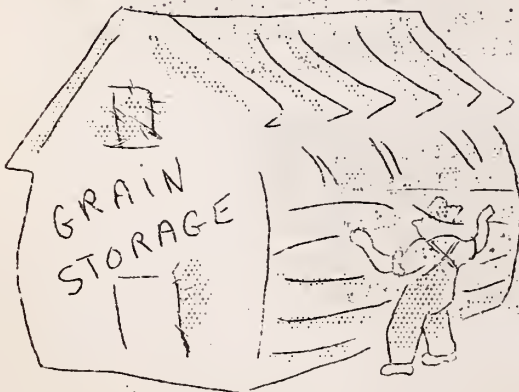
### ...And Down It Goes

Now...as for that drop in meat production. The peak season for marketing and slaughtering cattle and lamb is in September and October. So right now fewer cattle are marketed for distribution, and meat held in storage centers didn't move out into deficit areas before more strict rationing went into effect. There was a great enough demand locally to absorb much of the supply. Now that 85 percent of our meats are back on rationing, supplies will move better into deficit areas, but it takes some time to make the adjustments all down the line and for shipping. As for pork...while the spring pig crop is marketed chiefly in December and January, the crop is 25 percent smaller this season than in the same period in 1944.

Another factor which might cause a temporary shortage of meat in certain areas is bad weather. Bad weather for just a couple of days near supply centers ties up transportation, and deficit areas depending on regular shipments are depleted of meat.

Because of these military and supply factors, the allocation of meat for civilians for January through March is about 700 million pounds less than the amount of meat eaten during October to December. This means 15 to 20 percent less meat per person for the current three months than was consumed during the last three months of 1944.

### DIVIDING A BILLION



You've read about the all-time record wheat crop in 1944...but how about considering this crop from a division and use point of view?

To begin with, our farmers reaped over a billion bushels of wheat last year. Right now a considerable portion of this crop is stored in bins on the farms, in terminal warehouses, in flour mills and in grain elevators. In some areas where the crop exceeded local regular storage space, some wheat is stored in temporary steel

and wood bins until it can be moved to market.

About 530 million bushels of wheat will be used as food in this country -- about the same as the domestic demand in the previous year. Eighty million bushels or so are needed for seed. We'll probably export about 100 million bushels. Then...another 230 million bushels will go for feed for livestock, and 70 million bushels will go for industrial alcohol needed in the manufacture of synthetic rubber and munitions.

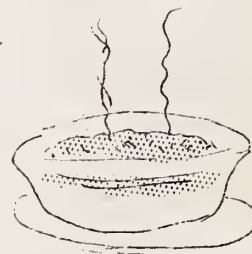
The remainder, plus what we had in reserve before the fall harvest, will leave a carry-over figure of about 400 million bushels...a much smaller carry-over than in July of 1942 and '43, but somewhat larger than in July, 1944.

### Plenty of Bread...

This supply of wheat means that bread and cereals will be plentiful for Americans throughout 1945. During the first world war...in 1918... homemakers were urged to have two wheatless days a week and one wheatless meal each day. Also in 1918, regulations were issued forbidding the sale of wheat flour to an individual consumer without an equal amount of wheat flour substitutes...maybe cornmeal, corn grits, oatmeal or rice.

### ...As For Cereal

If your listeners like their cereal in breakfast food style, they might be interested to know that about five percent of the yearly wheat crop is used for cereal breakfast foods. While the grain outlook is favorable, the cereal industry does face problems of paper container supplies and sugar supplies...also problems of labor and shipping common with all manufacturers.



Cereal manufacturers at present receive 60 percent of the sugar they used in 1941 for their products. This hasn't been cut for 1945, but cereal use has increased so that manufacturers must stretch their sugar supply. Similar quota restrictions stand on containers. The amount of container board a manufacturer gets is 100 percent of the amount used in the corresponding quarter of the year in 1942. So again expanding cereal use means that paper supplies will continue short.

America at peace gets approximately one-third of its entire protein supply from grain foods. And this protein becomes highly effective in combination with such foods as milk, eggs, meat, fish or cheese. Whole wheat and enriched bread and cereals also contribute a worthwhile share of the B vitamins.

### MACARONI DANDY

Now that it's time to get out the recipes for meat-extender and meat-alternate dishes, it's good to know that macaroni, spaghetti and noodles

are on the plentiful food list. These wheat products have been a number one meat stretcher for a long time.

Most people, too, are surprised to learn that macaroni and spaghetti contain as much as thirteen percent protein. So when these macaroni products are combined with cheese or eggs or ground meat, they not only supply a lot of energy but they add to the protein of the dish.

### From Russia To Us

Spaghetti and macaroni are made from hard varieties of wheat. "Durum" wheat, used for our choicest macaroni products, was introduced into this country about forty years ago by Mark Carleton, a scientist with the Department of Agriculture. Mr. Carleton had travelled in Russia, and because he was a breeder of wheat he thought that the hard wheat grown on the Russian plains would flourish in our midwest. He brought some of this hard wheat home and it does grow well on our plains.



...a man's dish ..

Durum wheat is particularly good for macaroni products because of its protein content and color. It gives a light yellow color to these products. It's crushed into a fine granular form called semolina (sem-o-leen-a). Then the semolina is mixed with water and kneaded into a smooth dough. The dough is forced under pressure through holes in a cylinder which give the desired shapes...long tubes of macaroni, fine threads of vermicelli, macaroni shells or alphabet letters.

Noodles can be made of semolina or ordinary wheat flour. When the amount of eggs have been added according to Federal regulations, noodles are called "egg noodles."

### For Your Menus

A macaroni or spaghetti dinner can be well-planned and nutritious. Broadcasters will want to point out though that these foods are soft-textured, bland in flavor and colorless. Accompanying foods must supply the missing factors. A tossed green salad with oil dressing adds contrast in texture and color to the macaroni dish. The dessert at this meal might be on the light side...fresh fruit or sherbet.

### CANDY ON THE "MIDWAY"

Our boys and girls in the armed forces like their candy...and they're getting their supply in many forms and at various supply centers. In addition to army rations -- many of which contain candy -- members of the armed services buy large quantities of confectionery products through PX's, ship services stores and similar agencies. So that there'll

be an adequate stock in these places, the War Food Administration requires confectionery manufacturers to set aside 50 percent of their monthly production. From this reserve the various services make purchases to keep the overseas and domestic military outlets supplied.

Allied fighters in the South Pacific even get the major part of the candy made by one of the pineapple companies in Honolulu. Here's the reason why this company...which never had made candy...went into the business.



At the beginning of the war, shipping was extremely scarce.

It was deemed an extravagant use of available freight space to transport sugar from Hawaii to the mainland and have it returned to the Pacific Theatre in the form of candy. To assure candy bars for the South Pacific forces and to eliminate cross-hauling, it was recommended that Hawaiian sugar be manufactured into candy nearer the front lines.

This pineapple plant in Honolulu offered its help to the Army. It had most of the machinery and adequate sugar, so was given the job. One of the popular confections it's now making is a chocolate-coated peanut bar. The Spanish-type peanuts used in the bar are shipped from Texas to Honolulu.

#### THE FAT AND THE LEAN

Butter, margarine, lard, shortening and salad oils are rationed because our wartime appetite and our military needs outrun the supply.

Though these fats and oils are shorter in supply, none of us need go hungry for this energy food. Tell your listeners that...though they can't always get the kind they prefer...fats can be alternated measure for measure in many recipes. And as sources of energy the different cooking fats are practically interchangeable...one tablespoon gives 100 calories. Also we get a great deal of fat in our daily food in "invisible" ways as in milk, cream, fat meat and oily fish, egg yolks, cheese, nuts, nut butters...even in avocados and olives.

#### What It Offers

Besides energy, fats give the diet a "staying quality." Fat leaves the stomach more slowly than other kinds of foods and retards the digestion of foods when used in combination with them. Too much fat, however, may result in undue slowness of digestion and in digestive upsets. How the fat is used in cooking also has much to do with

its ease of digestion. Too much heat during cooking will spoil the flavor of fats and of foods cooked with them. When fat reaches the smoking point, it's breaking down chemically and gives off fumes that irritate the nose and throat. Food cooked in smoking fat is harder to digest. And fats that have reached the smoking point get rancid more quickly if they are saved for reuse.

#### Watch Your Step

Another point for broadcasters to stress is the accurate measuring of fat. More than the necessary amount can result in greasy gravies and sauces, oily pasteries, poor biscuits and fallen cakes. And, when the fat is used as a seasoning for vegetables, add it just before the vegetables come off the stove or after they have been put in a serving dish. This way the cook can get more flavoring effect from less fat. And to be thrifty with salad dressings, add them at the last minute...or at the table if possible. This keeps the dressing from settling to the bottom of the bowl and being left uneaten. Flavorful fats, such as butter, are least abundant of all -- so they should be used with foods where flavor will count most.

#### ...To Keep 'em Well

Storage is another factor to consider. The best way to keep fats is in a closely covered container, in a dark place and away from strong flavored foods. Most fats need to be cool, although some cooking fats keep well at room temperature. Also, fats saved over from cooking spoil more quickly than new fat. So they should be kept cold and used as soon as possible.

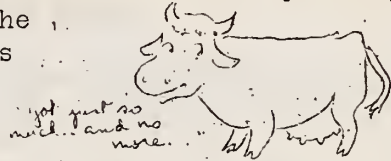
All left-over fat can be saved to use again unless too strong in flavor or scorched. The flavor of lamb, mutton and other such fats can be disguised by combining these fats with onions or mixed vegetables or by using them as shortening in the crust of meat pies or in spice cakes.

Any fat that can't be used as a spread or in cooking should be strained into the salvage can and turned in at the butcher's counter. The war in the Pacific has cut off an important source of our fat imports, and the used kitchen fats turned in by American homemakers end up in munitions or other industrial uses so important to the war program.

#### CHURN ABOUT...

Fair play is one of the things in which the Quartermaster General of the Army believes. So if there's to be less butter on the homefront, the Army can do with less too. In 1944 the Army bought almost 13 percent of all the butter produced. This year the Army intends to buy only a little over 12 percent of the total supply. With increased personnel, this means less butter per G. I. Each man's daily two ounces of butter have been cut to about 1 1/8 ounces a day. Personnel overseas will get even less.

But the Quartermaster Corps hastens to add that Joe still gets a good share. As compensation, the Army has increased the quantity of spreads served in camps here and in the frontline mobile kitchens. These spreads ship well and the pitch is the more the merrier as far as varieties go.



You might want to suggest that your listeners take a tip from the Army and supplement their precious butter supply with a variety of unrationed spreads. Two of the most plentiful are citrus marmalade and apple butter. Both of these are on the G. I. bill of fare.

#### WHAT'S IN A BAG

Paper, like hundreds of other American-made items, is doing its part to win the war. But we wonder if your listeners ever considered paper as a crop that is harvested from the soil. The crop, of course, is pulpwood, from which most paper is made. The actual cutting of pulpwood in the forest involves plenty of hard work.

Today a large amount of such wood is being produced by older men and boys not of draft age -- and in many instances by patriotic women, too. Furthermore, trucks are needed to haul the wood to the papermills where it can be converted into paper products, and trucks require tires, gasoline, and oil -- in addition to drivers. All this has resulted in a decided drop of pulpwood stocks throughout the country...and a corresponding decrease in our national paper supply.

Next to gun cotton, or cellulose, kraft, or heavy brown paper, ranks high among our war production needs. And that's where homemakers come into the picture. Kraft...or linerboard... is used in packaging food, munitions, and some weapons for shipment overseas. Kraft is also used here at home to make -- yes, you've guessed it -- paper bags. But there isn't enough kraft for corrugated boxes and paper bags at the same time. So -- the situation calls for conservation on the part of America's home front Army. Instead of throwing those extra paper bags away, we should save them and take enough of them with us, when we go to the grocers, to hold our purchases. This economy action will conserve the storekeeper's slender supply, and help reduce the drain of much needed kraft from war shipping and industry.



one more weapon

## FRESH FOOD ROUNDUP

To market, to market...and you'll find plenty of fresh green vegetables chuck full of vitamins and minerals this week. Collards head the list...with liberal quantities available at relatively cheap prices. Mustard greens and turnip greens are there in moderate supplies, too...and their price is right in keeping with a thrifty food budget. There's plenty of cabbage to round out the list. It's of excellent quality, for the most part...and is reasonably priced. Snap beans are in fairly good supply...but their price is a little high currently.

Other good buys included plenty of onions of good quality...and adequate supplies of sweet and Irish potatoes, though those Irish Murphies are lighter on wholesale markets than they've been for some time, due to shortage of cars for shipment and also to the fact that some are being saved now for seed. Tomatoes are in fair supply, but they're a little over normal price for this time of year.

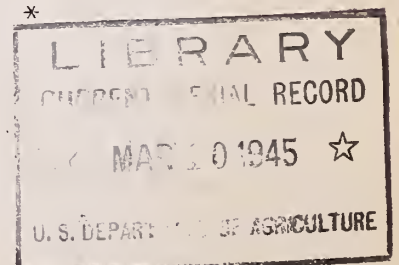
Both celery and cauliflower are more plentiful this week than they've been...and that cauliflower is cheaper than it's been for some time. Fair supplies of carrots are selling at reasonable prices. Eggplant is available at prices that are a little high.

Fruit markets remain unchanged...with apples and citrus fruits heading the list of good buys. Apples are plentiful...they're reasonably priced...and they're generally of good quality. Oranges and grapefruit are relatively plentiful...now that the mid-winter peak season is near...though tangerines aren't in quite the heavy supply they've been...and the quality is not as good.

\* \* \* \* \*

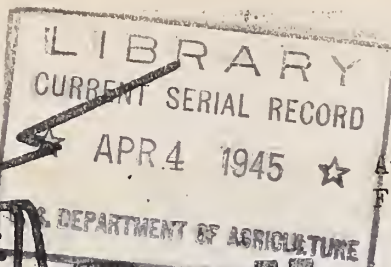
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# Radio Round-up

*on food...*

A Service for Directors  
Of Women's Radio Programs

## THE TAMING OF THE WILD OAT



*Even he sowed a few...*

Novels have been built around the human tendency to sow "wild oats." But the spot on the globe where the first were sown hasn't been marked yet.

The same is true in the plant world. We don't know for sure the native country of the wild oat that's supposed to be the original of all present species. However, oats have long been associated with Scotland.

They were eaten there even before the invasion of Britain by the Romans. And from a national dish in Scotland, oatmeal has gone around the world.

Today, oatmeal is a standby cereal in American homes. Nor is it preferred sectionally -- since about 92 out of every 100 grocery stores in the country stock it. If there's any section where the demand falls a little off the average, it's in the southeastern part of the United States.

### Now It's Plentiful

Right now oatmeal is one of our plentiful foods. The oat harvest in 1944 was well over a billion bushels. That puts oats second to corn in size of our cereal crops...with wheat in third place. Unlike wheat, though, only a very small percentage of the oat crop is used as human food...less than four percent. About 530 million bushels of wheat are used as food in this country. In contrast, representatives of the cereal industry report that only 51 million bushels of oats will be used

## War Food Administration

to process oatmeal...the food form for oats. Each bushel of oats yields only about 13 and a half pounds of finished product. But the resulting 688 million pounds of oatmeal mean nearly five pounds for every American. The remaining portion left from the milling of oatmeal plus the rest of the oat crop is used primarily for livestock feed.

### Rich In Food Value

In milling oats, only the fibrous hull and adhering portions are removed. The germ and other high-vitamin and mineral-rich portions are left. Thus oatmeal ranks nutritionally as a whole grain cereal rather than as a highly milled product. Oatmeal is considered richer than whole wheat in thiamine and is a good source of iron. Oatmeal, like other foods in the cereal class, is an important source of energy, valuable for its abundance, economy, ease of digestion and bland flavor. Oatmeal is also an important source of protein. And when cereals are combined with a little milk, meat or eggs, the diet is provided with good quality protein.

Oatmeal adds variety to the breakfast cereals. Right now, too, it has special value as a "meat extender" because it can be used in meat loaves, patties and croquettes. Oatmeal also has a place as a dessert ...as an ingredient in cookies and in baked puddings with fresh or dried fruits and nuts.

### APPLE "ANY" DAYS



Dead-of-winter days call for warm apple dishes as well as raw apples to munch by the fire while the wind roars down the chimney. Why not suggest to your listeners such combinations as apples scalloped with sweet potatoes...fried apples with pork sausage...apple stuffing with low-point spareribs...applesauce with gingerbread (that takes less sugar than almost any other cake.)

### Lots of Varieties

The East produces Winesaps, Delicious, Albermarle Pippins, McIntoshes, Baldwins, York Imperials, Northern Spies, Stayman Winesaps, and Rome Beauties. Eastern varieties travel to market as far west as St. Louis. This year the winter apples found in fruit bins and stands east of the Mississippi are smaller sized than usual but in good supply.

The Northwest gives us Winesaps, Delicious, Yellow Newtowns, and Rome Beauties, shipping them nation-wide. While apples of the western crop this year are excellent in size and quality, civilians will not benefit one hundred percent.

A new War Food Order calls for all Winesaps, Delicious, and Yellow Newtowns in Washington and Oregon to be set aside for the Armed Services. As a result about 40 percent of extra fancy and fancy grades will go to our fighting men and women. The balance will be released for civilians.

Of the varieties on the market, Rome Beauties are for cooking only... Delicious strictly for eating out-of-hand or raw in fruit cups and salads. Any of the rest are good for all-purpose serving.

Total commercial production of winter apples amounted to approximately 101 million bushels. Of these, Delicious led with 22 million... Winesaps and McIntoshes followed with 15 and 11 million respectively.

#### HEAVE HOE

Here are some facts that point up the need for continuing Victory Gardens. Military and Lend-Lease requirements will siphon off one-half of the canned fruits, somewhat less than half of the dried fruits, one-third of the canned vegetables and practically all the dehydrated vegetables from the 1944-45 pack.

Since fresh fruits and vegetables are not suitable for overseas shipment under war conditions, we have to send canned and dried products. So civilians will continue to depend more on fresh, frozen and home canned products as long as military and Lend-Lease requirements are high.



#### Repeat Performance

And that record set by Victory Gardeners in 1944 is worth repeating. There were an estimated 18 and a half million rural and suburban gardens last year. What's more, home canners accounted for nearly half of the total civilian supply of canned vegetables and two-thirds of the canned fruits. In nearly 25 million households there was some canning done, with a total output of well over three billion quarts of home preserved food.

#### SEEDS WITH BREEDING

When the farmer or Victory Gardener selects a package of beet seeds at the store, he knows that the crop from them will be beets -- not carrots.

This faith in the purchase of correctly labeled seeds is the outgrowth of a seed law passed by Congress in 1912 and administered by the U. S. Department of Agriculture. That first act only regulated imported seeds. In 1926, an amendment was added forbidding false advertising or labels on seeds shipped from one state to another.

Then the Federal Seed Act of 1939 required that all vegetable seeds shipped in interstate commerce had to be labeled as to exact variety.

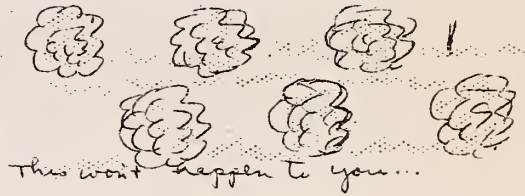
This Federal Seed act is primarily a truth-in-labeling law; so standards of germination were also set up. If the number of vegetable seeds that will germinate is below the standard required, the seeds must be marked with the words, "Below Standard."



#### So that You'll Know

In the same law in 1939, field seeds,

such as clover, alfalfa, corn, etc. have to be labeled to show their quality. This stress on variety and quality for field seeds is important because the farmer can then pick the seed best adapted to the climate and soil conditions of his locality.



*This won't happen to you...*

While the Federal Seed Act applies only to seed shipped in interstate commerce, many states have made their own seed laws conform with the Federal law. In the last fiscal year, 46 states cooperated with the Federal government to make their seed inspections tie in with the enforcement of the Federal Seed Act.

#### So That You'll Be Protected

The first time inter-state seed shippers do not comply with the Federal Seed Act they receive a warning. If they repeat the violation, the War Food Administration may recommend prosecution to the United States Attorney. Another protective feature of the law is that seed may be removed from the market if it is unfit for planting.

#### GREASED ACTION



*Fill 'er up.*

There's not much glamour associated with saving used cooking fats. But it might ease the monotony of this household task to know that salvaged fat can be converted into necessary military medicines. For instance, there is tannic acid used in the treatment of powder and gasoline burns...insulins used in the treatment of shock...vaccines, antiseptics and ointments.

The need for salvaging fat will continue to be important 'til the conclusion of the war with Japan. It's from areas held by Japan -- not Germany -- that a good percentage of our inedible fats and oils once came.

The salvaged fat turned in to the butcher need not be the clean type that can be used again as a seasoning or for frying. Fat that is going to be reused can be kept in a container in the refrigerator. Another container for dark or other unusable fats can be kept in some handy place in the kitchen.

#### FORE AND AFT

Many factories throughout the country have availed themselves of the War Food Administration's technical advice on setting up plant cafeterias. And the results read like a before and after story.

#### For Instance...

There's one factory in the farm section of Pennsylvania where the workers can apples for pies and make vinegar and apple butter. Up until this month, the only lunchroom the workers in this factory had was a big room with old long wooden tables and benches. At one end of the room a little cooking could be done over a small oil stove with a tiny portable oven. The farm women, who constitute 90 percent of all the employees, had to bring their lunches every day. And since their working day begins very early in the morning, they had to pack lunches for themselves while it was still dark. No milk was available at the lunchroom, as there was no way to keep it cold.

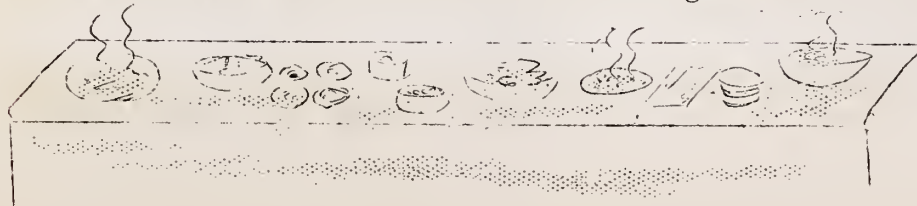


*A hot lunch would help...*

The "after" part of this story came just recently. This whole factory is moving into a new building right across the way from the old one. The cafeteria and kitchen weren't overlooked in the plans.

The management called on the War Food Administration's industrial feeding specialists to help plan a modern kitchen with electrical equipment and recommend menus. Workers will be able to buy hot nutritious lunches every day at a low cost. They will eat them at tables-for-four in a colorful, restful cafeteria. The women are as thrilled with the prospect of these hot meals as they are happy to help out at the plant.

This is only one example of the change that has taken place in many plants all over the United States...a chance for workers to secure the balanced meals needed for health and vigor.



## THE WEATHER IS SOUPY

In menu arithmetic, nippy weather plus little meat add up to hearty soups. You may want to suggest to your listeners fish chowders, chile, bean or pea soups with accent on the peas.

### Accentuate The Pea-ositive

Whole and split-peas are plentiful and well distributed to markets over the nation. White dry beans, while a bit on the light side, will appear on grocers' shelves more often than not... shortages are likely to be temporary. Pinto beans are on the plentiful list in some parts of the country -- especially in the southwest and other regions where they're popular. Lentils and black beans come to us from south of the border, and since shipping space is scarce, so are these beans in some northern markets. But whenever your listeners can get them, they'll find that either lentils or black beans make delicious soups -- particularly appetizing when served with a bright come-on touch -- a slice of lemon or hard cooked egg.



They'll like it...

### BE SAUCE-Y WITH TONGUE

Mild tongue needs a bit of sauce. All tongue meat -- whether veal, lamb, beef or pork -- has a delicate flavor that goes well with raisin, horseradish, sweet mustard, mushroom or mint sauce...with sweet pepper relish, mustard pickle, or any tart jelly.

### Save Those Coupons

Most meat counters are displaying ration-free tongue these days...fresh, cured and smoked. And precooked or pickled tongue, also ration free, in tin or glass is on many grocery shelves. When you give your listeners recipes for this variety meat, you'll want to stress the difference in preparation. Fresh tongue should be simmered for about three or four hours, then skinned and sliced. And part of the cooking water can be used in making a gravy or mushroom sauce for the meat. If the tongue is smoked, it should be soaked overnight...then covered with fresh water and brought to the boiling point. This water is then discarded. If the water tastes very salty this should be repeated several times. When the tongue is ready to be cooked, fresh water is added and the tongue is cooked slowly until it is tender.



Say ah h-h...

As for the supply...retail markets in places close to packing plant centers are likely to have more of this variety meat than distant

regions. There's no set-aside order on tongues, reserving them for the Armed Services, but cooked tongues are popular with our fighting men and women and goodly amounts go to them. Jellied tongue, tongue loaf and other spiced forms ship well and stand in high favor with allied countries.

### "TAKE CARE" LEAFLETS

Metals, machines and labor that used to make civilian goods are now devoted to the production of war weapons. That After Victory Day when full production again begins for electrical irons, vacuum cleaners and other household equipment can not yet be marked on the calendar. So it's up to the folks at home to make their present and precious equipment last.



#### Treat It Gently

The Bureau of Home Economics in the Department of Agriculture has prepared a series of leaflets on the proper care of household equipment. One of these leaflets tells how to clean and oil and get maximum use of vacuum cleaners and carpet sweepers. Another leaflet gives advice on making electric cords last longer. Still another gives pointers on how to protect and repair household rubber articles...such as galoshes, garden hose, hot water bottles and others.

If you want to incorporate statements from these leaflets in your broadcasts, just write the regional office of the War Food Administration -- Western Union Building, Atlanta 3, Georgia -- for your free copy of all or any one of the leaflets. Order the publication by number and titles: "Take Care of Household Rubber," No. AWI-7; "Take Care of Vacuum Cleaners and Carpet Sweepers," AWI-19; "How To Make Your Electric Cords Last Longer," AWI-20.

You may want to recommend these folders to your listeners, but tell them to write the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Our regional office supply is limited.

### MISS THAT DRUMSTICK?

Fish...variety meats...meat alternates...all deserve a place in your broadcasts these days...plus an explanation now and then as to the "why" of the scarcity of chicken in many areas. Remember War Food Order 119...the order setting aside chicken in certain heavy producing areas for our fighting forces. As soon as the Quartermaster corps has caught up on its chicken buying for the boys and girls in service... the order will be relaxed so civilians can again buy chicken from these areas. Until that time...you might remind your listeners that "Chicken is for fighters first."

## FRESH FOOD ROUNDUP

Fresh vegetables on the whole are slightly higher priced this week than they've been...but there are still plenty of varieties for winter meals. Green vegetables top the list these days...with plenty of collards and cabbage reasonably priced...and fair supplies of mustard and turnip greens, a little higher priced and not quite so plentiful as they've been, due to the cold weather.

Potatoes...in the lime light for months as best buy...are in relatively light supply now...and they're selling at or near ceiling price. Sweet potatoes are in moderate supply, though they're a little higher in price, too, in some Southern sections. Onions continue to be plentiful, though they're higher priced than they've been.

Snap beans are available in moderate quantities...and they're of good quality too, though a little high priced for this time of year. Then there are light supplies of broccoli...eggplant...squash...and tomatoes...all feeling that upward trend in prices.

Carrots and cauliflower...in moderate supplies on most markets...are selling at fairly reasonable prices. Celery you can check on the plentiful list...now that Florida is shipping it in quantity. It's reasonably priced, too...and worth consideration as a valuable "lift" to jaded winter appetites.

Fruit news remains pretty much the same...with plenty of apples available at prices that aren't too high...and lots of citrus fruit -- oranges and grapefruit -- available at prices that show an upward trend at shipping points. Tangerines, now past their peak, are in only light supply...and the quality isn't as good as it's been. For a rare treat...your listeners should find light supplies of bananas...high in price...and a few pineapples.

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The Fresh Food Roundup is based on  
\* general supplies and movements of \*  
fruits and vegetables. It's ad-  
\* visable to check on local markets \*  
to make sure these products are  
\* available in your community. \*

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U. S. DEPARTMENT OF AGRICULTURE

Atlanta 3, Georgia  
February 10, 1945



# Radio Round-up on food...

A Service for Directors  
Of Women's Radio Programs

## IT'S CORNY...AND AMERICAN



*A grain of importance...*

In what looks to be a serial on cereals in Radio Round-up, we can't overlook a chapter on corn. Pages could be written about the part this grain has played in the western world. Maize, or corn, meant life for many Indian tribes and was featured in their ceremonials. It was sustenance to the first settlers in the New World, and corn "husking bees" in pioneer days offered one of the chief opportunities for social life.

### An Old Settler

Unlike wheat and rice and oats...which are products of the Old World...corn is part of the history of American civilization...one of our heritages from the Indians. The wild parent plant has never been discovered, but Indian corn appears to have originated on the plateaus and foothills of Central America and Southeastern Mexico. It was an important factor in building the Inca and Aztec civilization. Indians, as far north as Colorado, east to the Atlantic seaboard and as far south as Argentina, raised corn as a major source of their food supply.

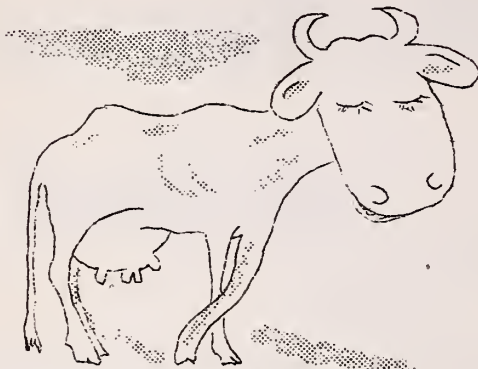
The Indians taught the first settlers how to raise and use corn. The Spanish introduced corn to Europe, and the Portuguese distributed it along the African coast and, probably to China and India.

### Crops On A Large Scale

Due to the war, we don't have current figures on the world harvest of corn. But ordinarily the United States grows about 60 percent of the

# War Food Administration

world crop. Last year the harvest was over three billion bushels... the largest in our history, and 53 million bushels over the previous record crop in 1942.



*Depends on the kind of corn  
you dish out*

Only about seven percent of this crop will be used as direct food. In contrast, about half of our wheat crop and five percent of the oat crop will be used as food. The greater share of our corn...88 percent...will be fed to livestock and poultry. The remainder will go for seed and non-food industrial purposes...such as starch.

Corn is especially important as food in the South -- in the form of grits, pone and bread. The amount used in the South is much greater than in other sections of the country, but on a national average we eat about 33 pounds of corn meal and flour a year. About another three pounds per person is eaten in the form of hominy, grits and breakfast cereals.

Our most popular corn meal dish -- corn bread, or Johnny cake -- was derived from the Indian recipe. According to some stories, Johnny cake was first called "Journey Cake." When the Indians prepared for a journey, they made their coarsely ground corn meal into a thin batter and baked it on hot stones. Then they packed the cake to carry as food along the route.

Because of our bumper corn crop, there'll be plenty of cornmeal, flour, hominy, grits, breakfast cereals for food this year -- and also there'll be starch. Corn syrup and corn sugar will be in better supply than last year. Corn sweeteners are preferred in certain types of candy and icing for bakery goods because of their effect on texture and flavor. In ice cream, too, corn sugar produces a product with a fine creamy texture. While our production of corn syrups and sugar is high, there won't be enough for all civilian demands, because we must share our supplies with military and export requirements.

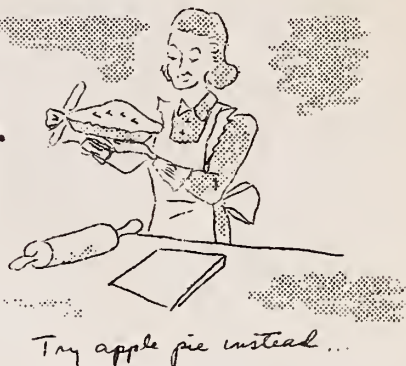
#### A LOOK BEFORE YOU SPEAK

In Radio Round-up we try to explain what foods are in seasonal abundance and what foods -- due to wartime conditions -- are scarce. In case you're about to suggest tapioca pudding for a family dessert... or in case you've noticed that tapioca is missing from the grocers' shelves...here's the story on the present supply. There are still small quantities of tapioca allocated for civilian use. But the amount available is so small that your listeners probably won't be

able to find any tapioca at retail stores.

First of all, the industrial uses for tapioca are now very high. Tapioca is an essential ingredient in the making of adhesives, pharmaceuticals and the jelly coating on photographic films.

Also the plant that gives us tapioca is grown in this country. Our tapioca at present comes chiefly from Brazil and the Dominican Republic in the West Indies. The large roots of the manioc or cassava shrub are processed into granular or pellet tapioca forms. This manioc plant is native to South America although it's now grown in many tropical countries throughout the world. The war stopped our imports from the East Indies.



So since shipping restrictions limit the supply now coming into this country, and with war industrial demands taking most of the available tapioca, there'll be few tapioca puddings for the home folks.

#### A Note About Arrowroot

Arrowroot...another of our starch foods...is also in limited supply. Arrowroot comes from the roots of the maratana shrub. We get our stocks from the British West Indies and shipping is restricted now. Of course, it isn't the usual thing to ask for arrowroot at the grocery store. We get our arrowroot as an ingredient in pudding mixes and in cereals for infants. This fine powder is one of our most easily digested starches, and manufacturers of crackers, cookies and thin cakes also use it to give their products a fine texture and delicate flavor.

#### RE-SEEDING THE VICTORY ROAD

American seeds are going to help the Russians bring back into production the rich land of the Ukraine. Already 20 thousand tons of seeds...enough to fill two cargo ships...have started on their way from this country in time for Soviet spring planting. This is the first half of an agreed upon yearly delivery of seed to Russia.

As you know, earlier in the war Germany overran about 150 million acres of the Ukraine. This meant that nearly 40 percent of the Soviet's important agricultural area was out of production. And when the Germans retreated from the Ukraine in 1943 and early 1944, they applied the scorched earth policy to nearly 60 million acres.

Then the long, hard road of rehabilitation had to start for the Russians who claim this rich soil as their homeland. Not only was the growth on the land destroyed, but the retreating Germans carried off farm machinery and livestock.

In addition, many of the inhabitants were gone. Some had moved east to escape the advancing Germans, others were in the army, and many of the able bodied people had been sent to labor in German-held territory. Despite these tremendous setbacks, the Ukraine produced substantial amounts of food in 1944. And now American seed will permit the production of greater amounts of food in 1945.



#### Despite The Obstacles...

The bulk of the vegetable and field seeds shipped will be used on the large collective farms in the Ukraine. But there'll be some for Home Victory Gardens, too. Even during the siege of Moscow, 200 thousand Russians around that city raised Victory Gardens with seeds largely from America. Those seeds were so precious that a few at a time were often tucked away in the cabins of ship captains who carried munitions through the dangerous run to Murmansk.

This "seed help" from the United States has been made possible through the development of a new industry in America. Before the war, this country imported a good portion of its seed from Europe. We didn't produce enough to sow our own crops. For the last three years, the United States has grown enough seeds to furnish its own essential needs and export some to our Allies. It's of interest to note that we even developed hardy, early maturing vegetable seed that would suit the stern climate of the Ukraine.

#### Space Savers

In terms of shipping, those 20 thousand tons of seed to Russia are also important. The seeds will require the full space of only two cargo ships for one trip. Many thousands of vessels would be required to transport the foods that could be produced from the seeds. For example, a pound of cabbage seed may well produce 200 thousand pounds of cabbage.

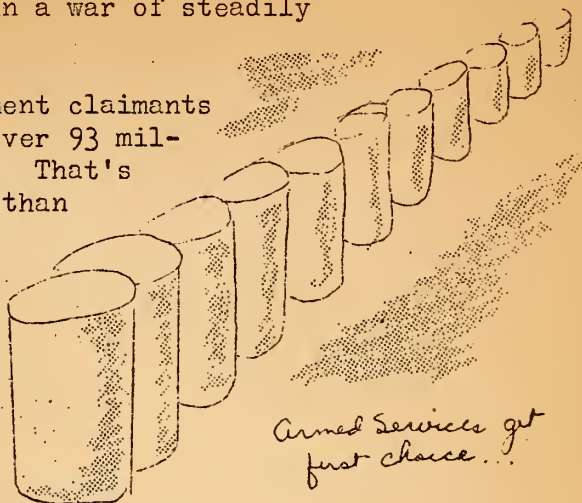
#### PACK STACKS

Just as farmers are planning all-out food production again this year, commercial canners have their eyes on a follow-up goal for processed fruits and vegetables.

There'll be no slackening of effort in canneries this year, because army mess kits must be kept filled. And many factors were considered before the size of the 1945 commercial pack was determined. There was Nazi resistance to consider and the possibility of prolonged, bitter

guerrilla warfare in Europe. Even with favorable events in Europe, a war of the first magnitude is being waged in the Pacific. Successful military effort depends on adequate rations, and canned goods are important in a war of steadily longer supply lines.

U. S. military and other government claimants in 1945 will probably require over 93 million cases of canned vegetables. That's at least six million more cases than they took in 1944. These same services will need over 35 million cases of canned fruits and juices...a figure slightly less than last year.



*Armed Services get first choice...*

#### And So We Have Set-aside

To meet these demands, the War Food Administration has required canners to set aside about 48 percent of their currently estimated production of 15 major, or the more popular, vegetables and vegetable juices for war uses. If there's an increase in production, U. S. civilians should get about the same quantity of the 15 major canned vegetables from the 1945 pack as they did from the 1944 pack...or about 102 million cases.

#### Eat It Fresh

As for processed fruit...canners of 13 major fruits and juices (excluding citrus) are going to set aside about 61 percent of the currently estimated 1945-46 production for war requirements. It looks now like production of canned fruits will be less this year. So even though the government requirements will be smaller, civilians probably will not find more canned fruit in the grocery store when the new pack is in. The civilian share of the 1945-46 pack for our 13 major fruits will be about 22 million 700 thousand cases -- compared with almost 24 million cases from last year's pack.

Since our armed forces must have enormous quantities of canned foods, civilians will need to supplement their commercial stocks of canned fruits and vegetables with Victory Garden produce and home canned foods.

#### FOOD TIPS FOR INDUSTRY

Industrial feeding specialists in the War Food Administration have just released a pamphlet -- "Making The Most Of Meat In Industrial Feeding" -- as a help to restaurant and industrial food managers who must now plan menus with limited supplies of meat. The 29-page bulletin discusses problems of juggling ration points, using less

tender cuts of meat, handling and storing meat, and ways to cook and extend it.

The recipes in the book are set up for the service of 100 or 500 portions, and are of interest chiefly to those who plan mass feeding. Here are a few facts from the book, though, which show that the homemaker planning the family size meal, and the mass-foods manager, have mutual nutrition problems.

#### Take A Tip

Meat supplies protein, the B vitamins and iron. Meat-extender dishes made largely with vegetables and cereal products may be low in one or more of these nutrients. In order to balance the meal, this type of meat-extender dish should be combined with other foods to supplement the nutritive value. For example, Spanish spaghetti made with small amounts of meat is improved in protein content when topped with grated cheese. And baked green peppers stuffed with rice and minced ham are supplemented in protein and vitamin content when a glass of milk is served with the meal.

Another thing the pamphlet pointed out is that meal-extenders...with little meat and good amounts of cereal and vegetables...should be served in six to eight-ounce portions. The good-sized portion is necessary to provide protein in adequate amount.

While the pamphlet is available only to industrial and institutional food managers, broadcasters may obtain a free copy by writing the regional office of the War Food Administration, Western Union Building, Atlanta 3, Georgia.

#### FOR FIGHTERS FIRST



*she's in the army now...*

The Army needs 70 million pounds of canned chicken and turkey for use in hospitals, army field rations and for shipment overseas. So that these military demands can be met, the War Food Administration has issued a food order setting aside 100 percent of the canned poultry made after February 14. Stocks of canned chicken and turkey now on hand for civilians are not affected.

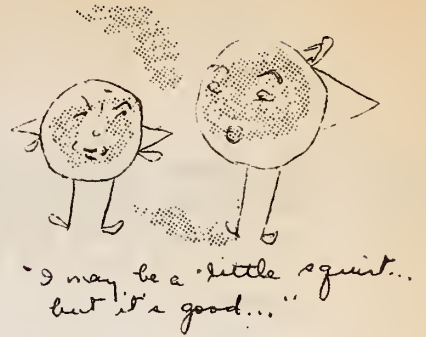
To get the 70 million pounds of canned poultry, between 200 and 250 million pounds of dressed chickens and turkeys will be needed. And practically all available poultry canning facilities in the United States will be used.

Until the order is filled for the armed forces, no more canned turkey or chicken...including chicken soup, chicken a la king, and similar products...will be made for civilians.

## JUICE -- C FRUIT

Tell your listeners not to overlook the advantages of smaller-sized oranges when they are buying this popular citrus fruit.

Scientists at the Orlando, Florida, laboratory of the U. S. Department of Agriculture have made studies of the quality of Florida oranges. By sampling and testing oranges ready to go to market at varying times of the marketing season, they found that the juice from small oranges averages better in flavor...or taste...than that from larger fruit. The juice from the small orange is also richer and sweeter...with more solids. Even the Vitamin C value averages higher. So if buyers judge oranges by juice quality alone, those smaller oranges would probably bring a higher price than some of the large oranges.



## LET 'EM ROLL

The heads are rolling...and though it isn't anything as dramatic as the French revolution that got them started...it's worth telling your homemakers about. These are leafy, green cabbage heads...now pouring into most Southern markets in heavy supply. The two biggest shipping areas in the South -- Florida and Texas -- have an estimated combined production this year of 282,000 tons...about 28,600 tons more than were harvested and sold last year.

That means there'll be a lot on the markets for Mrs. Homemaker...which should be of interest particularly now when winter meals are probably becoming a little monotonous. Because cabbage is a versatile vegetable... it can be served in scores of ways...from a crunchy raw salad to a main dish of stuffed cabbage. It can be creamed...boiled...panned... it can be cooked or served in a salad with any number of other foods.

There are plenty of other advantages to this vegetable that you can mention when you're plugging it during the next few weeks. Not only is it one of the cheapest of buys on the fresh food markets...but cabbage is a top-ranking food in the vitamin line-up, as a source of Vitamins A and C...and some B Vitamins. And it's a good source of calcium and iron.

Here's an idea to pass on to your listeners that's 'specially good right now, while apples are on the plentiful list too:

2 quarts shredded cabbage	2 teaspoons salt
1 quart sliced apples	2 tablespoons fat
1 tablespoon sugar	1 cup bread crumbs

Grease a baking dish, and make a layer of cabbage and then of apple. Sprinkle with sugar, salt, and dot with fat. Repeat until all ingredients are used. On the top layer sprinkle the crumbs. Cover and bake until the cabbage and apples are tender. Remove the cover for the crumbs to brown.

## FRESH FOOD ROUNDUP

The chore of marketing for food may not be as pleasant for your homemakers in these days of struggling over ration points and disheartening meat counter displays...but lead her to the fresh vegetable bins and she should be able to take a new lease on menu-planning.

Take those greens for instance. There's plenty of choice in that important group of the Basic Seven -- lots of cabbage...collards...spinach...turnip and mustard greens -- all selling at prices that will fit an end-of-the-week budget...and most of them of good quality these days. And root vegetables are there, too -- moderate supplies of sweet potatoes...fair quantities of rutabagas and turnips...plentiful supplies of colorful carrots to pep up bland meals. There are enough Irish potatoes so that your homemakers won't have to worry, but supplies are lighter and prices higher than they've been in many a month.

And you might remind your listeners that Florida celery is stalking to market these days in supplies that warrant lots of use of this crisp food in soups...stews...or as side attractions.

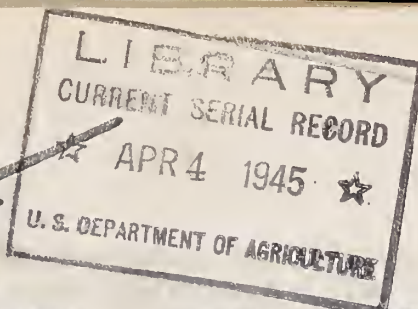
Citrus fruit supplies are good...good enough so that menu-planners should be serving oranges and grapefruit in salads and fruit cups for dessert, as well as for a breakfast appetizer. Prices are about the same as they've been in the past few weeks. Apples continue to be plentiful and reasonably priced. But that's about the extent of good buys on fruit markets, though bananas are a little more plentiful than they've been -- but prices are at ceiling level.

\* \* \* \* \*

\* The Fresh Food Roundup is based \*  
on general supplies and move- \*  
ments of fruits and vegetables. \*  
It's advisable to check on local \*  
markets to make sure these pro- \*  
ducts are available in your \*  
community. \*

\* \* \* \* \*

1.942  
F3P11A



Atlanta 3, Georgia  
February 17, 1945

# Radio Round-up *on food...*

A Service for Directors  
of Women's Radio Programs

## LESS RICE FOR THE BRIDE



Since February 13, sixty percent of all milled rice from our chief producing areas...California and the Southern states...is being reserved for purchase by the War Food Administration. Prior to February 13, the War Food Administration was taking only 25 percent of the rice milled from certain short grain varieties in the Southern States and 35 percent of all milled rice in California. It was necessary to increase the set-aside in order to fill war needs. Our Army wants more rice and we're going to be called upon to feed civilians in liberated areas...chiefly in the South Pacific...who are normally supplied from territories under Japanese control. Rice is to the people of the Philippines and other South Pacific islands what potatoes and bread are to people in the United States. To help these people get re-established and regain their health, it's necessary for us to ship more rice to them.

## Weddings Can Do Without

Because of the revised food order on rice, U. S. civilians will get slightly less rice than was expected. (For the past ten years, the average annual consumption of rice in the United States has been about six pounds per person.) However, no immediate difference in supply will be noticed, because millers have already shipped more rice than usual at this season into domestic channels of trade.

Total supplies of milled rice in prospect before the harvest next fall are about nine million bags of 100 pounds each. One third of this amount is

# War Food Administration

in California and has already been contracted for. In the South, the revised set-aside order will provide about three million bags for the armed forces and the War Food Administration.

### "CHOW" FOR WOMEN MARINES



*Her sisters in service answer the call to chow as quickly*

The Women Marines have just (Feb. 13) completed a second year of service. Here are some food facts on the "women in green" who are stationed overseas, as well as at camps, bases and air stations in this country.

Like their brothers in service, Women Marines eat "chow-line" style in "general" mess where large numbers of women use one mess hall. They draw mess personnel from their own ranks. They have their own cooks and bakers, trained in the same schools with men, and they use the same equipment.

### Hold That Waist-line

When it comes to menu planning, though, there's a difference. Marine women have hearty appetites, but they don't eat as much as men. They like and are given more green salads, vegetables, fruit and desserts... all tastefully arranged. They eat less meat, bread and potatoes than their combat brothers want and get.

Because of these differences in food preference, the cost per capita of feeding women is lower. Given the same per capita allowance as men, which varies by posts and runs 61 to 63 cents a day, women do not spend their allotted money. For one thing, while it takes 55 pounds of meat to feed 100 men, 35 pounds is ample for 100 women. There's also a difference on meat preferences. The men like beef and pork, the women like poultry, ham and beef.

Ordinarily, men are served potatoes twice a day. As a rule, potatoes appear only once a day in the women's mess hall. Combat Marines will eat dessert, but they don't miss it if there's plenty of jelly and peanut butter to eat with bread. Desserts are important to Women Marines. Traditionally men of the Marine Corps have the largest meal of the day at noon. Not always, but often, the women have the biggest meal of the day at night.



*...more apt to watch those starches...*

In management, women's mess differs somewhat from that of men. It's loosely supervised from Headquarters, Marine Corps. The women mess

officers are given the official Marine Corps master menu for a guide but they usually adapt the menu to local needs. These specially qualified mess officers also arrange work schedules, supervise work and personnel and conduct the required daily inspection.

The officer in charge of mess for men may have other duties. Menus and work schedules are handled by the mess sergeant, though the officer in charge makes the daily inspection.

#### Menus on a Large Scale

Supplies for the women are ordered as are the men's...through the quartermaster department from stock available on the market near which the camp or base is located. From a weekly statement of available products, the mess officer makes her selections.

At Henderson Hall, Arlington, Virginia, the only exclusively feminine Marine post in the country, considerable effort is made to give women Marines what they want, still staying within the bounds of a balanced diet. Suggestions from women are welcomed. On Sunday, for instance, the women there have requested that they be served only two meals... late breakfast and dinner..

#### 'ERES A BIT ABOUT 'ERBS

For Victory gardeners with a romantic yen for rosemary and rue, here's a bit of advice:

Grow a few herbs for flavor but don't over do the idea. The best plan is to set aside a small corner of the lot that won't interfere with the plowing and cultivation of the main garden.

You may want to suggest to your listeners that they plant a bit of parsley which can add Vitamin A to vegetable dishes; or chive, a plant with an onion flavor that's excellent for seasoning soups, salads, and cottage cheese. Then there's mint for sauces and garnishes; dill for pickles. Herbs such as sage, savory, tarragon, thyme, and sweet marjoram may be used fresh or dried. Dried and packaged they make fine gifts for cooks with imagination.

So see how green your fingers are with herbs...as well as the usual vegetable...when you plant your Victory garden this year.



### EN"CORE"



"Use it Up" might well be a motto of the Department of Agriculture research laboratory at Philadelphia, Pennsylvania. Since the war, scientists at this laboratory have developed a food product called apple syrup which utilizes apple peelings and cores from canning and dehydration plants. This syrup can also be made from sound but off-grade apples ...the ones that fail to meet critical consumer standards.

As for uses of this syrup...it's especially fine in cakes. Since the syrup's moisture-holding, it prevents cakes from drying out rapidly. Then too, apple syrup's a good substitute for glycerine now needed in making explosives. One of the cigarette manufacturers in this country is using apple syrup on a large scale.

Five commercial plants in the United States and Canada are processing this syrup and last year turned out more than four million pounds. At present, the output's going to large industrial concerns, and it'll probably be some time yet before apple syrup will be available on retail market.

### MEAT REASONING

Wondering about the meat dish to recommend to your listeners? Well, the selection is limited and will be as long as we have extended battle lines to maintain.

#### Here's the Score on Beef

The armed forces are getting 70 percent of all utility grade beef slaughtered under Federal inspection. Most of this order is going into canned meat products because of the increased demand from front line battle areas. The Army is also taking 60 percent of all Choice, Good and Commercial grades of beef handled by Federally-inspected slaughter houses and which meets Army specifications. Of course all packing plants and slaughter houses are not under Federal inspection, so this means about 50 percent of the better grades of beef is available for civilians. And don't forget those civilian outlets include institutions, restaurants and hospitals -- as well as home users. As for canner and cutter grades of beef...the grades sold in canned meat products...the Army take is 80 percent.

### Spare Those Spare-ribs

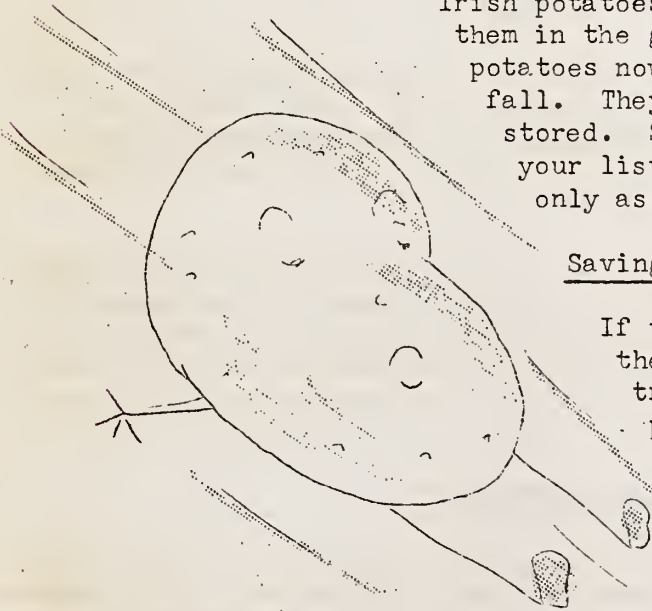
Pork is limited because the number of hogs slaughtered is less than last year at this time by about 26 percent. And of this smaller pork total, the Army is taking about 40 percent. Nor will there be much increase in pork on the market until the 1944 fall pig crop comes to market in April, May and June.

With military demands high...with marketings of beef, veal and lamb going down seasonally...and with a smaller hog crop...there's little hope for more meat until the war in Europe ends or until there is a seasonal increase in livestock marketing next fall.



### THE SPUD SAGA

Spuds that climbed from famine to feast in 1943 are skidding toward scarcity again. The main danger is that we're likely to waste good Irish potatoes by overbuying whenever we find them in the grocers' bins. Practically all the potatoes now on the market were harvested last fall. They'll sprout easily unless properly stored. So to get the most for their money, your listeners will do better to buy potatoes only as they need them.



### Saving Graces

If the potatoes are small in size...as they're likely to be...that won't trouble the busy housewife. Small potatoes cook faster, and quick cooking saves time and fuel. Small potatoes lend themselves to any form of preparation except baking. And for the light potato eater who leaves a part of a large potato on his plate, the small potato is a just-right serving.

Sometimes your listeners may find the potato bins empty. Suggest that they use sweet potatoes, rutabagas or other root vegetables as alternates.

The story of the scarce spud started with a drought during the summer of '44 in the small producing states. These states that normally take care of their own potato wants during the growing season began drawing on the potato supply in the large producing states much earlier than usual.

### Fightin' Food

And as the number of fighting men and women on our far-flung battle lines increases; so do their needs for potatoes. Our fighting forces use potatoes in fresh and dehydrated forms. The Armed Forces now have first call on potatoes in Idaho, parts of Oregon, California, Maine, Colorado, North Dakota, and Minnesota.

And that's briefly the story for scarcity -- despite the fact that our 1944 potato crop was several million bushels larger than for the ten year average (1933-42).

### TEA FOR YOU...

Approximately normal supplies of black tea are being packed and distributed for civilian use during the first quarter of 1945...or at an annual rate of about (0.6) three-fifths of a pound per person.

#### ...Are You for Tea?

The supply of tea available at the present time has improved to the point where the War Food Administration no longer controls its distribution among packers and distributors. Though we're getting adequate supplies of black tea from India and Ceylon, practically no green tea or Chinese Oolong tea is available.

Before the war, we consumed slightly less than three-quarters of a pound of tea per capita per year. In 1942 and 1943, because of the import difficulties, our supplies dropped to about one-half pound per person per year. However, even with that low supply it was possible to meet a large portion of the civilian demand, and rationing was unnecessary to insure reasonably equitable distribution.

### WITH A CHOCOLATE FLAVOR

To fill that order of "Make mine chocolate," civilians are getting about three and a half pounds of cocoa beans per person this year. That amount, when processed, covers total use by each civilian...for beverages and in baked goods at home, in chocolate confections ordered at soda fountains and bakery products with chocolate as an ingredient.

#### Chocolate Eaters

In terms of past use, civilians are able to buy about 70 percent as much cocoa as they bought in 1941...an all-time high year for cocoa use in this country. From the year 1932, when we averaged a little over three pounds per capita, the demand for cocoa mounted until we used about five pounds per person in 1941. The war restricted our imports from West Africa and South American countries, and it was necessary for the War Food Administration to issue a food order regulating distribution of cocoa

beans among processors in this country.

It's estimated that if civilians could get all the chocolate products they wanted now, they'd buy the equivalent of over five pounds of cocoa beans per person this year. This demand would reflect largely the better level of consumer income because usually the call for chocolate confections goes up with a rise in national income.

Homemakers who find cocoa easier to obtain than baking chocolate might like this cooking tip: three tablespoons of cocoa plus one teaspoon of table or cooking fat can be substituted in most recipes that call for a 2-ounce square of chocolate.

#### GO EASY ON PAPER BAGS

We're not going to have enough paper bags. Housewives can help extend the limited supply by taking their own shopping baskets or bags to market. Housewives can also be economical of bags when making several purchases at the grocery store.

According to the War Food Administration the supply of paper for bags for the period January through March is 20 percent less than in the last quarter of 1944...and 11 percent less than in any quarter during the war. Because of the shortage of pulpwood and labor in woods and mills, supplies of all kinds of wrapping paper are smaller. And no immediate relief is seen.

#### SALVAGE JOB CONTINUES

Broadcasters are being called upon to plug the fat salvage campaign rather constantly these days. It's because the military and industrial requirements for fats and oils this year are nearly three times 1940 Governmental-industrial needs. Essential civilian requirements must be met also.

Measured against the huge demand are declining supplies of some of the important raw materials from which fats and oils are obtained...such as lard and flaxseed. Of course, production of the important oil crops as a whole has increased several fold during the war, but our import sources of essential oils have been cut off almost entirely. In short, we have urgent need in 1945 to salvage 250 million pounds of used fat to help fill a deficit. The richest remaining source is used kitchen fats...the kind found in homes, restaurants, hotels...anywhere food is consumed.

Last year, American housewives turned in 170 million pounds of used kitchen fats. Fifty million pounds were salvaged by our Armed Forces. It's been estimated that one in seven American housewives is doing a 100 percent job in salvaging used kitchen fats. If all housewives turned in all available used fats, we could collect about three times the present rate. This would enable us to meet stepped up military demands as well as to maintain essential requirements. Those fats are needed in the manufacture of munitions, medicines, textiles, military and civilian soaps...and hundreds of other civilian and military items.

### FRESH FOOD ROUNDUP

Like the Walrus, we like to talk of cabbages and kings...but this week, the two are synonymous. Because cabbage is king of the best buy line-up on vegetables...with heavy supplies rolling in to Southern markets. Most of it's of excellent quality...and the price makes it tops on the list for homemakers, too. Remember its vitamin and mineral value, too...when you suggest it for your homemakers' menus this week.

And right along with that green vegetable are good supplies of collards, turnip and mustard greens...and spinach. None of these should strain the food budget.

Potatoes...of course...have slipped from their top listing. They're in light supplies generally...but the price is ceiling level...and they aren't to be bought in large lots. But there are other root vegetables to take their place...such as fair supplies of rutabagas and turnips on most Southern markets...and moderate quantities of sweet potatoes. Those yams offer more in food value, anyhow, if that's any consolation.

Onions are still in good supply...but not nearly so heavy as they've been. But those little green onions to pep up your salads are just beginning to make an appearance. Watch for them in greater quantities as spring gets nearer.

Carrots, lettuce, and snap beans are among other reasonable buys. Tomatoes continue high in price for good quality...and the squash available is a little high, too.

Don't think of the fruit story as getting monotonous. Oranges as best buys mean good news always. They're tops...with apples sharing the spotlight. And grapefruit is in pretty good supply, too. But other fruits are in the high-priced brackets...with light supplies of bananas probably the best buys of these. Here's a rosy note, however, for those who like a bit of luxury in their menus...a very few strawberries are beginning to show up...but their appearance is only tentative...and they're high enough priced this early in the season so that just a glance at them is apt to take a sizeable bite out of your week's food budget.

\* \* \* \* \*

\* The Fresh Food Roundup is based on gen- \*  
\* eral supplies and movements of fruits \*  
\* and vegetables. It's advisable to check \*  
\* on local markets to make sure these pro- \*  
\* ducts are available in your community. \*  
\* \* \* \* \*

1.942  
F3R11A  
Reserve



Atlanta 3, Georgia  
February 24, 1945

# Radio Round-up on food...

A Service for Directors  
Of Women's Radio Programs

## FOR BETTER UNDERSTANDING



*you help them...*

The Association of Women Directors of the National Association of Broadcasters launched their second editorial campaign, "Women of the United Nations," at a meeting at the Hotel Roosevelt in New York, February 17.

In a balconied ballroom, flagged with the colors of the United Nations, hundreds of women -- broadcasters, guests from allied nations and national leaders of women's organizations -- pledged themselves to help develop a better understanding among women of the world.



*and this*

Ruth Chilton, president of the Association of Women Directors, praised Dorothy Lewis, coordinator of listener activity for the National Association of Broadcasters, for organizing and promoting the AWD. She said that Dorothy Lewis had done much to raise the standing of women in broadcasting...to the benefit of radio in general and women's programs in particular.

In a special recording assembled especially for the occasion, the War Food Administration complimented the women broadcasters for the outstanding job they have done in helping homemakers to understand the ever-changing food situation. The transcription was played on the Navy film recorder and included the voices of six members of AWD.

## War Food Administration

WFA Tribute to Women Broadcasters

"Since the war began, every woman broadcaster has been saddled with extra responsibility... selling war bonds...recruiting women for the services and carrying other Government messages into the homes of America. The War Food Administration takes this opportunity to pay tribute to the women directors for the outstanding job they have done in helping homemakers understand the swiftly changing food picture. As a group, women broadcasters have diverted attention from shortages and have helped to merchandise the plentiful foods. They've done a great deal to teach women nutrition, food conservation, food preservation and better buying habits. These women, sitting before their microphones day after day, week after week, are a real power in guiding homemakers through the adjustments of wartime living.



"It's easy to visualize this power when you realize the Association of Women Directors of NAB numbers its membership around 700. This pioneer organization of women was created less than six months after we entered the war. There was a real need for cooperation to promote projects affecting women listeners... a real need for a clearing house for ideas and techniques. And so AWD was born...in May 1942.

"It was no accident that the first issue of the War Food Administration's RADIO ROUND-UP hit the desks of the women commentators a month later...in June, 1942. As a matter of fact, many of the women broadcasters who helped get AWD under way were the first to ask for current factual information on the ever changing food situation. As the result of these requests WFA launched RADIO ROUND-UP ON FOOD... the weekly service sheet for Women Directors.

"To give you some idea how the hundreds of women broadcasters all over the country use this important information in their various shows, we are bringing you the voices of seven members of AWD" -- (the following broadcasters made transcriptions of War Food messages they had used on their shows and their voices were dubbed in on the film recorder: Ruth Chilton, WCAU Philadelphia; Ann Holden, KGO San Francisco; Mildred Bailey, WTAG Worcester, Mass.; Darragh Aldrich, WCCO Minneapolis; Ruth Crane, WMAL Washington, D. C.; and Elizabeth Hart, WMAQ Chicago.)

"Without the help of friendly voices such as you've just heard, it would be impossible to reach every homemaker. The women broadcasters of this country are making and will continue to make a great contribution to the war effort...and to better living in the years to come. The War Food Administration says, most sincerely...thank you."

From time to time ROUND-UP has brought you stories of the food in other countries. In the future, ROUND-UP copy will include more stories of homemakers around the world. As the AWD program "Women of the United Nations" points out, "Sharing mutual experiences helps to encourage a respect for differences and develops a better understanding among the women of the world."

### STEAMING THE FREEZE

With canned vegetables back on the ration list and commercially frozen vegetables point-free, civilian demand for the frozen products has increased rapidly. The present stocks on hand and the selection vary across the country. This is not so hard to understand since distribution facilities differ in the various regions... and so do the local preferences for certain vegetables. From a national standpoint, supplies of frozen vegetables at this time are less plentiful for civilians than last year.



While broadcasters will want to check on offerings in their stores, the War Food Administration reports that sweet corn and green peas are the two commercially frozen vegetables most generally available. Frozen limas, snap beans and spinach are also widely distributed. Next in line of supply are frozen pumpkin and squash, asparagus and broccoli.

### Plenty Good !

Homemakers have found these vegetables to be effort savers...they require no cleaning or paring and can be cooked in a short time. They taste like fresh vegetables and retain most of the food values they have when fresh from the garden.

The Armed Forces, too, have discovered the advantages of frozen vegetables. The men stationed in this country have been eating many frozen vegetables, and it's likely that the 1945 order for frozen foods will be even larger.

### FOOD TEMPO

The speeded up war tempo has necessitated emergency changes in the distribution of food by the War Food Administration. In RADIO ROUND-UP, war food orders have been explained as they develop, but perhaps you'd like a summary of them as they affect supplies of meat and other major foods for civilians during the next few months.

### Because The Army Marches On Its Stomach...

For the first quarter of this year, our men and women in the Armed Services will need more than one out of every four pounds of meat coming to market.



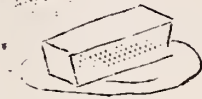
So through March...civilians will be getting five or six pounds less meat per person than in the same months last year...or even in the last three months of 1944. All chickens produced in the four great producing areas in the country are now being set aside for purchase by the Armed Forces. Nor will there be any more canned chicken or turkey put up for civilians until our fighters get 70 million pounds of these canned poultry products.

This canned chicken and turkey goes into Army rations and for use in military hospitals in this country and abroad.

The Army has also asked that...temporarily...100 percent of the pilchards (California sardines) and mackerel on the West Coast be set aside for Government purchase. Before the war we shipped large quantities of this fish to the Philippines. Now that the liberation of the Islands is under way, the Army needs larger supplies.

### ...And Other Foods...

It's been necessary for the War Food Administration to issue an order which sets aside the equivalent of 40 percent of our total output of lard for Government purchases. The largest share of this lard will go to our Allies...Britain and Russia.



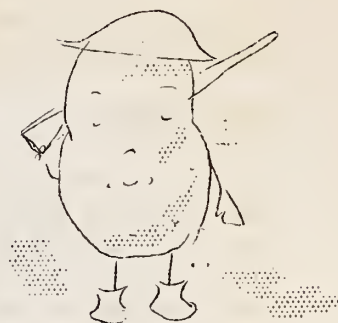
Creameries are also being required to set aside 20 percent of their February production of butter... 25 percent in March...for war claimants.

For war claimants...

The Government had not intended any reservation on butter until April...but expanded war needs moved up the date on this order. Last year our Army got 15 percent of the butter produced in this country, and the Russian military forces, five percent. This year 20 percent of our butter will go to our own fighters and another four percent will be an essential food in Russian military hospitals. In addition, one-third of our cheddar cheese is needed for war claimants.

Last year a third of the canned vegetables went into military channels. The coming pack will be the largest possible with present labor and facilities, and shipments to front line fighters will be greater than last year. And it looks now as though war needs for canned fruits and juices (excluding citrus) will be about half of the total 1945 pack. Shipments of all canned orange and grapefruit juice for civilians have been halted temporarily until present U. S. Military needs can be met.

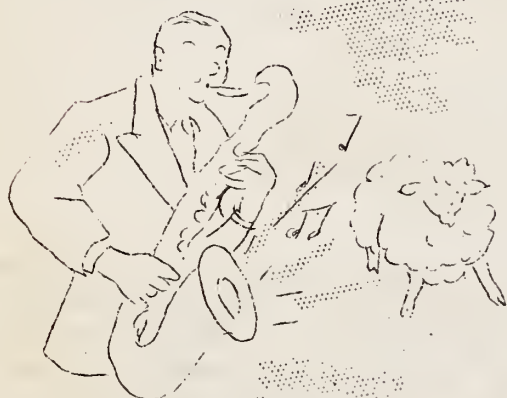
As for potatoes, the Armed Forces now have first call on most of the old crop potatoes in six major producing states. Also one-fourth of the total rice supply this year is being made available to the Armed Forces and for food in liberated areas.



### Military Successes Increase Needs

Broadcasters can do much to point out the fact that these changes have been made because of our military advances and our larger forces. Our drive into German and over-lengthening lines in the Pacific theatres of war are but two examples of what's being done right now in our 56 fighting fronts. With each advance, allied supply lines grow longer, food losses in combat must be considered and minimum food needs of liberated people must be met.

### A BOUT WITH MEAT



Remember the words of the song, "The music goes round and round and comes out here?" Now's the time to make the meat flavor go round and round and come out where you want it -- service for three, service for six. Fortunately it's the low-point, no-point meats that lend themselves to such meat flavor stretchers as stuffings, dumplings, boiled dinners and the like.

Here are a few suggestions for your listeners: breast of lamb with mint stuffing; shoulder of pork with raisin or apple stuffing; stuffed rolled flank; fricassee of veal with dumplings...using flank, neck, or shank meat; pigs' knuckles or spareribs with sauerkraut; meatloaf...made of the forepart of beef chuck or lean parts of brisket; Irish stew...with shoulder, neck, flank, or shank of mutton; shepherd's pie...using neck, flank, or shank of lamb.

### Cooking Hints

Now's the time, too, to stress the methods of tenderizing meat. First principle is always slow cooking with low heat -- keeps meat plump. Simmer, never boil. For braising, suggest the use occasionally of buttermilk, sour milk, or tomatoes as liquid...they contain small amounts of acid that helps to tenderize.

### LEMON AIDS

Lemon flavoring, made with real lemon oil, has been scarce the past months, but through 1945 there will be a gradual improvement in supply.

Not only are we able to import lemon oil again from Sicily, but our larger lemon crop this year will further ease the situation.

### Army Lemons

If your listeners wondered why lemon flavoring was missed from grocery shelves last year, you can tell them there was a big demand for fresh lemons...so not enough lemons went to processing plants. Also, a good share of the lemon oil which was made went to our Armed Forces. The Army needed it for cooking uses and in a variety of products...candy, beverages and K rations.

Some of that lemon oil was used in a food powder supplied our fighting men. As you know, drinking water has always been a problem for front line troops. A disinfectant must be added to purify strange water. As the taste of the medicated water is displeasing to the men, each soldier is given an envelope of lemon powder to disguise the disinfectant. The envelope contains lemon juice powder, Vitamin C, citric acid, sugar and lemon oil. Thus the soldier can add a drop of disinfectant to a canteen of water, pour in the powder, shake well...and presto -- he has a refreshing lemon drink.

Until 1930, we received much of our lemon oil from Sicily. The Sicilians rupture the oil cells in the peel of the lemon with a spoon and take up the oil with a sponge...entirely a "by hand" operation. When we started a lemon oil industry in California, using specially developed machines, we were able to supply the normal needs for this country. Now, with increased war demands, it's necessary to resume imports from Sicily.

### FISH-IN' SEA-SON

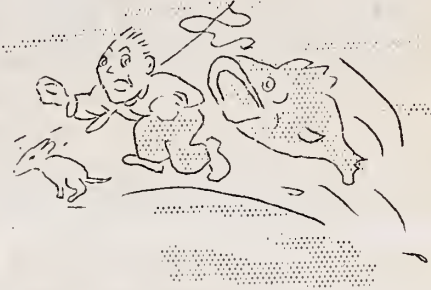


As the shortest month of the year ends, the period of short supply in fresh-caught fish draws to a close. During December, January, and February fishing reaches its lowest ebb, but it begins to pick up in March and gets into full swing by April.

The biggest obstacle to fishing in winter-time is ole man weather. Comparatively few ships leave port when they're likely to come back covered with a foot of ice -- but as soon as the sun smiles, the fisherman mends his nets, scrapes the barnacles off his boat, and puts out to sea.

### Good Fishin' Ahead

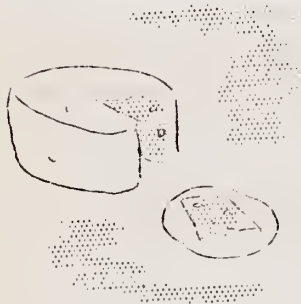
This year we're expecting good catches. By adding together all sorts of information...past trends in fish production, the number of fish taken from the floor of the ocean by New England trawlers, and the short time it takes a trawler to fill up with fish...biologists have decided there are plenty of fish in the sea. To catch them, we have...this year...more boats and equipment than we've had since the beginning of the war. All of which, barring freaks of weather or shortage of manpower, will add up to large fish landings.



From New England fisheries...which give us most of our edible fish for the fish market...March brings cod, rosefish, haddock, flounders, and whiting. Since Lent continues throughout this month, you'll want to get out your favorite recipes for cod and other fish to pass on to your listeners.

### SAME SIZE SLICE

About a third of a pound...that's the size slice of Cheddar cheese available for each civilian during March and April. The total amount to be marketed during March and April is 35 million pounds per month...approximately the same supply as civilians have been getting for the past six months.



### More To The Army

It's true that milk production has started the seasonal upward climb, and more cheese is being manufactured. At the same time, war requirements for Cheddar are increasing -- so any rise in production must be set aside to fill these orders. During February, 30 percent of the Cheddar cheese produced went to our armed forces and for Lend-Lease or other war claimants. The set-aside quota on cheddar for these claimants will be 45 percent of production during March and 50 percent during April.

The increased quotas are in accordance with the War Food Administration's policy of adjusting the set-asides on a month-to-month change in production...making relatively even supplies each month for distribution to civilians.

## FRESH FOOD ROUNDUP

Victory garden season is getting underway...but, of course, so far your homemakers probably are having to do their stint of marketing for fresh vegetables...'til spring. You can give them the good news that two of the most important groups of the Basic Seven -- that of the green and yellow vegetables, and the citrus fruit or leafy greens -- are well taken care of on most Southern markets these days. Cabbage is tops in best buys. There are heavy supplies of all varieties...it's relatively cheap...and the quality of much of it is good. Then there are those other leafy greens now in excellent supply...mustard and turnip greens and collards. And they're moderately priced, too.

As for root vegetables, your listeners will be wise to count on sweet potatoes and turnips rather than their old standbys of Irish potatoes. Both sweets and turnips are in good supply and selling reasonably...but those Irish Murphies are lighter on most markets than they've been in many a month...and their price haunts ceiling level. Onions are plentiful...they're of good quality...and they're reasonably priced. And there are more of those tender little green onions appearing on the markets these days...they're reasonably priced, too, and your homemakers can look for increasing quantities of these to pep up their salads in the next few weeks.

Speaking of salads...there's plenty of celery...and moderate supplies of carrots and lettuce to add to raw salads. Green peppers are on the increase, too.

For other vegetable dishes, your listeners should find more cauliflower coming in from Florida these days...selling at fair prices...and moderate supplies of snap beans.

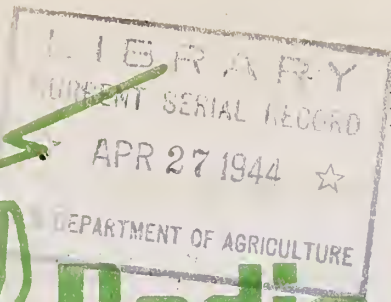
But the fruit picture continues the same -- plenty of oranges and apples...adequate supplies of grapefruit...and not much else.

\* \* \* \* \*

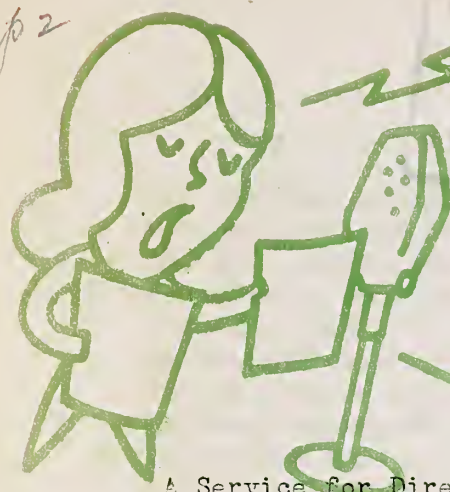
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\* ducts are available in your community. \*

\* \* \* \* \*

1942  
F37112  
Cap 2



Atlanta 3, Georgia  
March 3, 1945



A Service for Directors  
Of Women's Radio Programs

# Radio Round-up on food...

## IN THE MELTING POT

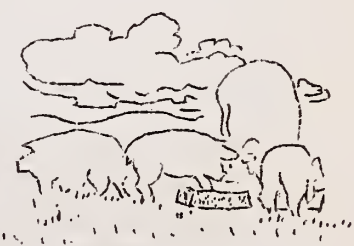


Margarine, lard, shortening and salad oils took a ration point rise Sunday (February 25) chiefly because of limited supplies of lard for civilians.

Lets look for a few minutes as to how the supply of one of these commodities affects the other. The production of lard is down. A year ago at this time we had such a record hog crop that there wasn't enough storage space for all our lard. This commodity was made point-free to increase sales. This February, federally inspected slaughterers got only 45 percent as many hogs as they did during the same month a year ago. Moreover the yield of lard per hog is smaller. Even though we have a cut in supply, military and other government requirements for lard remain high. This means less for civilian distribution -- and the necessity for a rise in point value.

Because of the shorter lard supply, there's an increased demand for vegetable oil shortenings which can be substituted in most cooking purposes for lard. In view of the inter-changeability of these shortenings, points had to be raised on all to assure fair distribution.

With butter limited, the total supply of margarine is now needed for use as a spread for bread. The points on margarine have been increased to assure its availability for this purpose and to discourage substituting margarine for lard or shortening in cooking.



Less of them this year

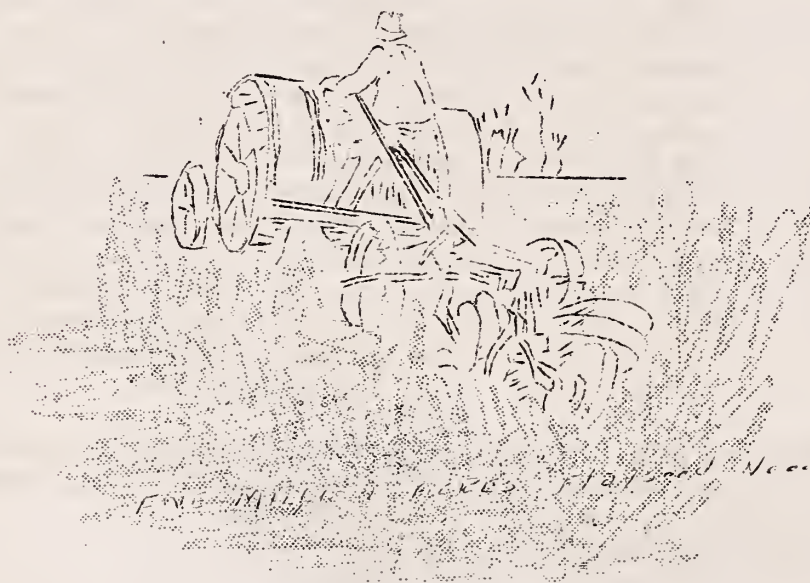


*No Linseed Oil - No Paint*

#### FLAX ON THE WAX

Farmers have been asked to put five million acres in flaxseed this coming year. This goal -- two million acres over 1944 -- has been set to obtain more linseed oil. Right now our supply of linseed oil is short because production of flaxseed in 1944 was only 50 percent of that in 1943, and our imports from South America are restricted. Also, it has been necessary for the United States to supply Russia with linseed oil for its war program.

Linseed oil, you know, is important for paints and varnishes...linoleum and oilcloth...printing ink...artificial leather...and a long list of medicinal products. Until the supply improves, the use of linseed and vegetable oils in these products for civilians is limited to 50 percent of the amount used by manufacturers in 1940-41.



#### IT'S ALL IN THE HEAD

This year's crop of cabbage in Florida, Texas, Arizona, and California is more than half again as large as it's been on the average for the past ten years...56 percent above average...in case you're interested in figures. That's a goodly bit of cabbage -- so large that the War Food Administration is attempting to divert quantities to the manufacture of sauerkraut.



More Cabbage this  
year —

### A Wartime Change

Normally, winter-grown cabbage is not used to any extent in the making of kraut, because sauerkraut's a cold-weather dish favored more in the states above the Mason-Dixon line. So it follows that most of the kraut plants are located in the Northern states and buy their cabbage locally. Last fall, a shortage of cabbage in the north limited kraut production. By using Southern cabbage now, the kraut packers may make up some of the fall shortage and at the same time help conserve food.

Here's the distribution pattern of cabbage to local markets during the winter months:

Markets east of the Rockies get most of their winter crop cabbage from Florida and Texas. Arizona and California furnish most of the western region.

### Fine Without Brine

You'll probably want to remind your listeners that fresh cabbage is nutritive...new green cabbage has Vitamin A...raw cabbage is a good source of Vitamin C. And cabbage is versatile. You can fit it into any course from soup through salad and the entree. You may want to suggest stuffed cabbage as a main dish, slaw, either hot or cold, with fish, and cabbage shredded; creamed, buttered or panned.

### GETTING DOWN TO CASES

"Top of the season to you"....that's the present verdict on eggs. Our supply of this non-rationed, protein food is largest from January through June, with the peak of production usually during March and April. Additional praise can be given these springtime eggs because they're at their most favorable price range, they're larger, of more uniform quality, and they're fresher.

### Full Weight

As for buying tips...know the Federal weight standards for eggs so that you'll be getting full value for your money. Large eggs usually weigh two ounces. That means, if you were buying eggs by weight instead of by the dozen, you'd get eight eggs to the pound. Medium eggs must weigh 21 to 23 ounces per dozen. Small eggs must weigh at least 18 ounces to the dozen although



Did somebody mention  
eggs?

there is no maximum weight requirement under OPA regulations. When the price difference between the various sizes is great enough, the consumer may actually get more for his money by buying the medium or small eggs.

### Protein Rich

When it comes to food value, we all know in a general way that eggs are important in the diet...but why and on how many counts. To begin with, eggs have a good quality of "complete" protein. For this reason, they can be used interchangeably with other complete protein foods...meat, fish, poultry and a few others. That protein is essential for normal growth and for building and repairing body tissues.

Eggs are on the "protective" food list too. "Protective" foods are the ones we need plenty of every day because they're sources of important vitamins and minerals which we need to safeguard our health. In the mineral supply line, eggs are an important source of iron... which we need to keep the coloring matter of the blood up to normal. Eggs also have phosphorus which we need along with calcium and Vitamin D for strong bones and teeth. While eggs aren't outstanding sources of calcium, they have more Vitamin D than just about any other food, with the exception of fish liver oils. They also contain Vitamin A and riboflavin..

### Versatile Food

When it comes to uses...eggs are a morning, noon and night food. And you can serve them in dozens of ways. They can be a main dish with sausage, or as a fluffy souffle or a delicious omelet. They fit perfectly into any number of quick breads, cakes, sauces, desserts and beverages. While food comparisons are never quite fair, since each food has its own important place in the diet, eggs are more nearly interchangeable with milk...as far as nutritive value is concerned...than any other item in our diet.

### STRAWBERRY ROAN

Mmmh...those large juicy strawberries now on the market are coming from Florida. Plant City and the area east of Tampa is our principal production center of early strawberries. Maybe though we'd better qualify present markets for the crop. Refrigerator cars carry this fruit from Florida only as far west as Fort Worth, Texas and to markets in Kansas City and North to Minneapolis...and to most of the big cities east of the Mississippi River.



*A Laughing Matter*

If you live in this distribution area, you'll be seeing more of these Florida strawberries now than last year. The 1945 winter crop

of strawberries may be about 105 thousand crates (24 quarts each). This is 7 percent above 1944 production but only about one-fifth the average production for the years 1934-43. Weather conditions cut into the yield per acre, but most of the reduction in the crop is due to the smaller number of acres planted.

#### APPLE MARCH

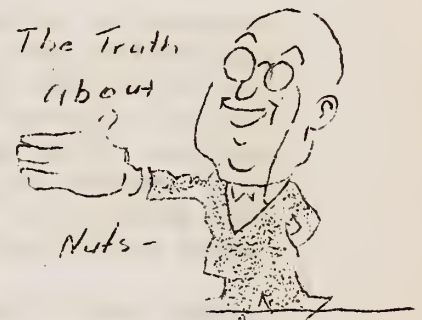
If you've been missing Delicious apples from your favorite market, chances are you'll get a last fling at them before the season tapers off in March. A month ago, the War Food Administration put Delicious apples on a set-aside order for the Armed Services along with two other varieties -- Winesaps and Yellow Newtowns. Now the set-aside for Delicious has been removed. And the reason's simply this: Winesaps and Yellow Newtowns are longer keepers than the Delicious variety and can be shipped abroad. At the moment the Armed Services have a bigger need for the exportable varieties. So some million bushels of Delicious apples will be diverted into civilian channels.

Apples on the market during the first half of this year come from the winter varieties commercially produced in 1944. Of the Delicious variety, commercially produced, 59 percent grew in the State of Washington.

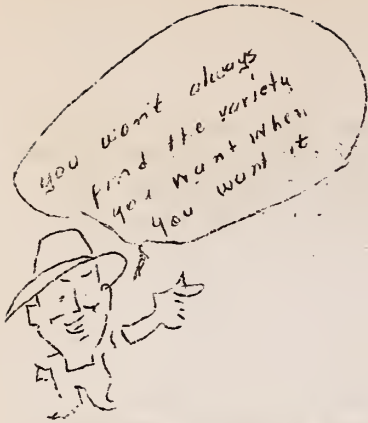
Delicious apples are best in the fresh form for fruit cups, salad plates, lunch box, and fresh fruit bowl. For the most part they're not a cooking apple.

#### KITCHEN KERNELS

Last year the nut-growing sections of our country produced more tree nuts than we've had on the average for the past ten years. And yet our total supply of nut meat is smaller by about three million pounds. The reason lies partly in our restricted imports.



Normally we import English walnuts from France, Italy, and China; almonds from the Mediterranean; filberts from Turkey and Spain; cashews from India; chestnuts from Italy; and Brazil nuts from Brazil. War has lessened some imports and stopped others entirely. Since late in 1941 the War Food Administration, the United Kingdom's Ministry of Food, and the Canadian Government have had a pact to prohibit imports of Brazil nuts in their respective countries in order to avoid the diversion of workers from essential rubber production in the South American commonwealth.



### Where Ours Grow

Of our domestic supply of tree nuts, ninety percent of the English walnuts and all of our almonds come from California. Filberts are raised largely in Oregon and Washington and pecans in our southern states.

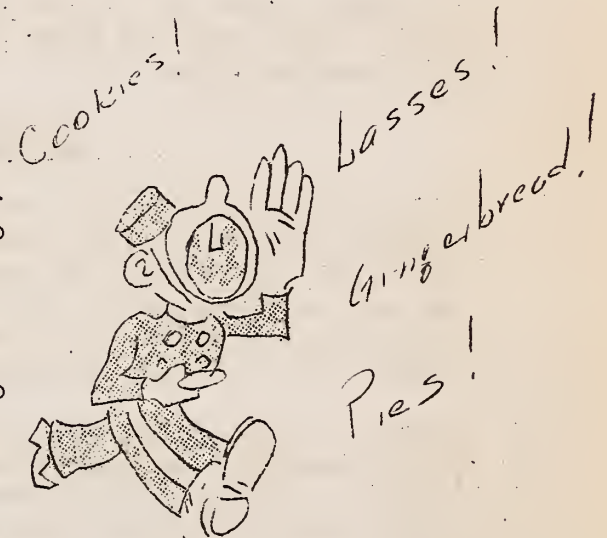
While our imports have been shrinking, our demand for tree nuts has gone up. For one thing there's more money in the American purse to buy foodstuffs these days while our military needs clip off a good portion of our supplies. While all of these factors may make it impossible for us to buy the variety of tree nuts we'd like at all times, still we will find some kinds on the grocery shelves. Broadcasters should check on local supplies before suggesting the use of certain types of domestic nuts. Supplies vary according to type of store and preferences of customers.

### 'LASSES IN THE SPRING

Although, as a spring tonic, sulphur and molasses went out with the bustle, your listeners will be interested in molasses supplies even before spring this year to supplement sugar rations.

Supplies are ample for table and home-cooking uses. At the year's end, we carried over a large quantity of molasses from the 1944 production. This year, we've added to these quantities goodly amounts of dark molasses and some blended and higher grade types.

Perhaps you'll want to point out to your listeners that dark molasses is particularly rich in iron in a form that the body can use. And like other kinds of molasses, it makes good gingerbread, gingersnaps, molasses cookies, cakes, pies, Indian puddings, and baked beans.



# BY HOOK OR BY COOK

U. S. Department of Agriculture surveys have revealed that Vitamin A is none too abundant in the American diet as yet. This is the vitamin, you know, that helps our eyes adjust quickly from bright to dim light. And we need it for resistance to infection, for growth and for general good health.

We get some of our Vitamin A needs from butter and fortified margarine, and the green and yellow vegetables contribute this vitamin generously. So with butter limited, you will want to tell your listeners to plan on a daily serving of such vegetables as broccoli, carrots, chard, green peppers, kale, mustard greens, sweet potatoes, turnip greens or winter squash.



## IN THE HOME STRETCH

Making the pat of butter or margarine do its full duty calls for cooking ingenuity these days. If the family chef wants to vary the seasoning for vegetables and yet save limited table fats, she might give a thought to cream sauce. Basic ingredients for that sauce are milk...flour...salt and pepper... and about a tablespoon of meat drippings. Variations can be played on that theme by adding chopped hard cooked egg, or parsley, paprika or a favorite herb. Cabbage... carrots...celery...mushrooms...onions... peas...potatoes...and string beans take kindly to cream sauce.



*Sauce Time -*

If your listeners are worried about their over-worked ration books, tell them to trot down to their local grocer's and they'll find a varied and nutritious selection of fresh produce that'll make up a mighty appealing vegetable dinner. Heaviest in supply and cheapest in price is cabbage...a versatile vegetable if there ever was one. Homemakers can cook it whole, and stuff it for a main dish. They can quarter, boil and butter it, as a vegetable dish. Or they can chop it up in a crisp, crunchy cole slaw.

Then there are plenty of other greens...turnip greens...mustard greens...and collards...all relatively cheap. And let's not leave out spinach. It's in moderate supply, too, for those followers of Popeye. Lettuce is in fair supply...but the price is up a little from the past few weeks.

On the list of foods becoming more plentiful, your homemakers can chalk up snap beans -- fairly reasonable in price -- green peppers...and eggplant. Those peppers and eggplant are selling right around ceiling price. Tomatoes are cheaper on wholesale markets, as more and more roll in from Florida truck farms...and this decrease in price should be reflecting at retail stores soon.

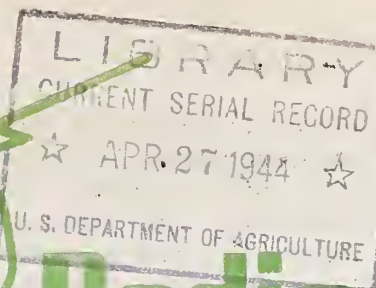
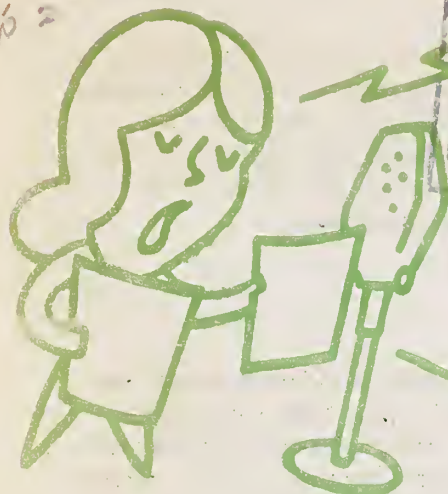
Irish potatoes continue short in supply...because, as you know, the Army is taking plenty. Then, too, there's a shortage of cars to move all of what there is left for civilians. Sweet potatoes, however, are in fairly good supply, and they're moderately priced. Rutabagas and turnips, too, should provide satisfactory alternates for those favorites of the Irish.

For crisp salads, there are moderate supplies of carrots, plenty of onions, and lots of celery.

Strawberries are the newcomers on the fruit markets...but they're a little shy at this season...with only small supplies coming in and those selling at high prices. Oranges continue to be the best bet...with reasonable supplies selling at moderate prices. Grapefruit is available in light to moderate quantities. Apples are in moderate supply...but much of the quality of that now coming to market is inferior to what it's been...and the price is at or near ceiling level.

\*\*\*\*\*  
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\* available in your community. \*  
\*\*\*\*\*

1942  
F3R10A  
Cap 2



Atlanta 3, Georgia  
March 10, 1945

# Radio Round-up on food...

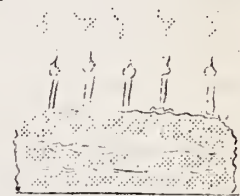
A Service for Directors  
Of Women's Radio Programs

## PRESERVIN' SUGAR



*It'll go for this...*

About 700 thousand tons of sugar will be scooped out of the national sugar bowl this year for home canning. This sugar is to be distributed solely to those who need it for this purpose. Broadcasters will want to point out to their listeners that only those who plan to do canning at home or with neighbors or at a community canning center should apply for



*but not this -*

a share of this sugar. There just isn't enough sugar in the national stockpile to permit any over-drawing of the quota.

### It'll Cover Needs

However, the War Food Administration says that 700 thousand tons of canning sugar is enough to permit home canners to produce record amounts of home preserved food -- that is, if this sugar is used solely for putting up fruits and vegetables...and if all home canners stay within the four-to-one basic rule. This rule, recommended by the U. S. Department of Agriculture, is one pound of sugar to each four quarts of finished fruit. The canning sugar limit or rule will also be followed by the OPA in issuing supplemental sugar rations.

Here's how the homemaker figures out how much canning sugar she will need. She first plans how many quarts of fruit or fruit juice she will put up. Then she divides this figure by four to find the sugar allotment. However, the maximum amount any individual can claim is 20 pounds. And even if there are more than eight members in the family, the most that any family can apply for is 160 pounds.

OFFICE OF MARKETING SERVICES

# War Food Administration

If the homemaker wants to, she can use up to five pounds of her 20 pound ration for jams, jellies and other preserves. But 15 pounds of that ration must be specifically for fruits and fruit juices. Actually there is no sugar allowed for putting up vegetables. The home canner who wants to put up pickles, relishes, chili or catsup may use a portion of her family's five pound per person jelly and jam allowance for the purpose.

#### SOLID NEWS ON ICE CREAM



In the coming months, you'll probably notice some improvement in the ice cream situation. The War Food Administration has removed the restrictions on the use of non-fat milk solids in the manufacture of ice cream and other frozen dairy foods. These non-fat milk solids, by the way, represent what remains of milk after the butterfat and water have been removed. They have many of the essential nutrients of whole milk... proteins, carbohydrates, calcium and riboflavin.

#### Necessary Restrictions

Ever since February, 1943, the War Food Administration has limited the amount of milk solids...including milk fat...that go into frozen dairy foods. The restrictions were necessary because there were so many other demands for our milk...for drinking and for making cheese, evaporated and condensed milk and dried milk products. So, for the past two years, manufacturers of frozen dairy foods could not use more than 65 percent of the milk solids in their products that they used in a corresponding month of the base period. That base period was from December, 1941, to November, 1942.

While there are still restrictions on the amount of butterfat in ice cream, the supply of non-fat dry milk solids has improved because of greater production. And now that there isn't any "ceiling" on total milk solids permissible in making ice cream, manufacturers can produce a more desirable product from the standpoint of consumers' tastes and nutritional welfare.

#### And More of It

Also, there'll probably be a slight increase in quantity of ice cream... in addition to the seasonal step-up to meet warm weather demands for a cool treat.

#### "POINTS" ON INTERNATIONAL MENUS

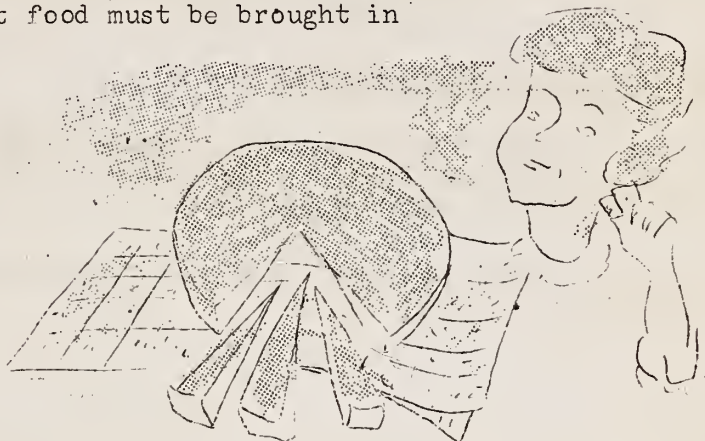
It was in March of 1943 that general food rationing went into effect in this country. Remember? So during this anniversary month you may want

to tell your listeners a bit about rationing in the English speaking countries -- the United States, Canada, and the United Kingdom.

### How The System Is Set Up

Let's begin logically with the first steps in a rationing program. These do not differ among nations. Each country plans what food will be produced in its own soil and what food must be brought in from outside.

But from there on the roads to rationing change. In the United Kingdom, where most of the food supply is imported, the Ministry of Food takes sole charge of all imports and either takes possession or in some way controls most of the home grown supply.



The United States and Canada...on the other hand...have, roughly speaking, a system of remote controls rather than a direct possession and distribution of foodstuffs. Both have a whole network of regulations for handling rationing and food problems.

### Two Methods

In all these countries there are two principal rationing methods. They're the "point-substitution" scheme and the "fixed quantity" system. Our red and blue points come under the point-substitution plan. We're given a certain number of points for a definite period of time, and it's up to us to spend them as we wish. If we want to splurge on a steak and eat fried mush the rest of the week, that's our privilege. Under the "fixed quantity" system, we get a certain amount of a particular food, and that has to last us for a stated period of time...sugar, for example, we get under the fixed quantity scheme. Because our nation is so large and we have so many regions with different food habits, the point system seems to work best for us.

Now, in the United Kingdom, it's the "fixed quantity" plan that governs the distribution of most of the foods. Britishers register with their local dealers and from them get their weekly rations. The less perishable goods they may choose under a point system just as we do our fats and meats and canned foods.

Canada's rationing is about fifty-fifty. Canada uses the point substitution system for syrups, preserves, and canned fruits, but rations butter and sugar on a weekly basis.

In all three countries these foods have never been rationed: poultry... fresh fish...bread...flour...potatoes...fresh vegetables...and fresh fruit, except citrus which has been rationed in Great Britain.

Canada does not ration meat and cheese. The United States is the only one of the three that has never rationed tea, syrup, molasses, and honey.

#### Strictest For United Kingdom

And in the United Kingdom alone...eggs, fluid milk, cereal breakfast foods, citrus fruits, dried fruits, dry beans and peas, tea, chocolate, rice, and candy fall under rationing controls.

As you can see, rationing is tightest in the United Kingdom...and slightest in Canada.

#### TIN TO TIN



*Not wasting material  
on fancy dress these  
days...*

Before the war, commercially canned fruits and vegetables in this country were packed in as many as 258 different style and size cans. Because our supply of tin was limited, and needed in the packaging of so many military commodities...the War Production Board started a conservation program early in 1942. The first step was to reduce the number of food tin shapes to a minimum. Instead of 258 types we now have about 12. The composition of the containers was also affected. Formerly there was about two percent tin to a can. Now the tin content is down to one and a fourth or one and a half percent. And with the use of one improved process, tin content may be as low as one-half of one percent.

Even with this tin plate reduction, there's no difference in the processing of fruits and vegetables nor any change in flavor.

#### It's Easy To See

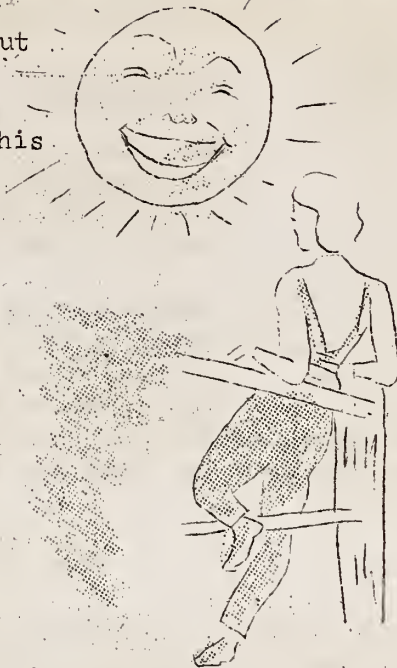
According to marketing specialists in the U. S. Department of Agriculture, consumers have been benefited by the limitation orders on container sizes. The shopper is able to judge sizes more easily. Before the war, when there were a couple of hundred styles, many were confusing. One size might look larger than another and yet net contents stated on the labels were identical. Some of the sizes did not vary more than 1/32 of an inch in diameter or height. Then, too, reduction in the number of styles generally means a saving in production costs.

ON CALL

The U. S. Crop Corps is already sending out a call for about four million emergency workers...town and city women, as well as men and youths...to work on farms again this year.

Plan Your Vacation On A Farm

Broadcasters may think this recruiting a bit early since most of the emergency workers will not be needed until July and on into October. But here's the reason to start recruiting now. Many of these harvest workers will be teachers, college girls, business girls, school children. If they know the importance of their services, they can plan their vacations at the time and place where there is a need for emergency harvest help.



Right now, in New York City, 650 women and girls who worked on farms last summer have organized as the "Winter Soldiers of the Women's Land Army." They are holding regular meetings to learn more about food and agriculture and to help recruit women farm workers for 1945. Also they want to keep in touch with the friends they made last summer in farm work. All plan to be at the harvest scene of action this year, too.

It's Worth The Effort

If your listeners are interested in helping save wartime food, tell them to contact their county extension agent or the local farm employment office. These offices are usually located in the county court house or Federal Building. This year harvest workers will be needed more than ever before. The regular farm labor force is the lowest since the war began, and at the same time food production goals remain at record levels.

TOP THIS ONE!

Just a word about beets which are coming to market in abundance now from Texas. Remind your listeners to use the beet tops...rich in Vitamin A. They can cook the tender baby beets with the greens attached and, if they

like, serve them, chopped together and seasoned with fat, salt, and pepper. Tops of larger beets are best cooked separately.



*To brighten up  
your meals*

#### Cooking Tips:

For any of your listeners who find cleaning beet tops a discouraging job, here's a tip: When they wash greens, they should lift them out of the water...never pour the water off the greens.

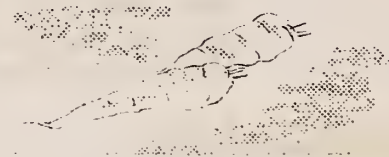
To keep beets from "bleeding" suggest cooking beets whole in their skins with roots and part of stems attached. When they're done, skins will slip off easily. You remember, too, that hard water...because of the minerals...tends to turn beets a bluish color. A bit of vinegar or cream-of-tarter will save the nice red from fading.

#### THE '45 "GOLD" RUSH

Spring is a comin' in and with spring comes a very heavy crop of carrots. Texas, California and Arizona report a bumper crop. From these three states carrots go to markets all over the nation. So with carrots crowding the grocers' bins there's no excuse for meals lean in Vitamin A. Carrots as you'll recall are heavy Vitamin A donors through carotene which is a precursor to Vitamin A.

#### There Are Ways And Ways...

When you're plugging carrots you'll want to accent their versatility. You might suggest an Easter salad made of grated carrots piled in the shape of a nest with cottage cheese formed into eggs and decorated with crosses of green pepper.



Then there are the cooked dishes. For instance there's a "quickie" method for the hungry working gal. Pan carrots by slicing them thin, place in a frying pan with a bit of melted fat, cover, and cook until tender.

And for a change you can fry carrots with onions or apple rings. Then there's carrot scallop baked with a white sauce and bread crumbs...and if you have it...grated cheese.

Always welcome to your radio listeners is a one-dish meal. Suggest layers of carrots and turnips with chopped onion and green or red pepper...baked

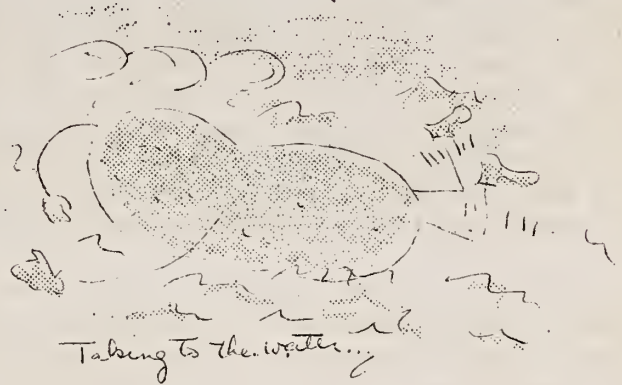
encasserole with pork sausage atop.

And add your own ideas...because those colorful little root vegetables deserve a plug for all they have to offer.'

### COASTAL CRUISE FOR POTATOES

Irish potatoes are moving out of Maine by water these days....

It seems that of the 103 and a half million bushels of potatoes now remaining in storage, nearly one-third are in Maine. With a shortage of refrigerator cars and rail facilities in the Northeast for moving potatoes, some other means of transportation had to help move stocks into tight supply areas.



The War Food Administration announced a program to make use of boats along the mid and South-Atlantic seaboard. Many shippers had not considered boats because of the higher wartime cost of transportation by water. Under the new program, the WFA will reimburse food distributors the difference between shipping by rail and by boats along the Atlantic Coast.

While a substantial part of the potatoes moved out of Maine by boats may be purchased by the military and war services, relief for civilians is expected.

### ...AND A REMINDER

The need for munitions...medicines...soaps and many other vital products has not abated...and until that need does the call to homemakers to salvage their used kitchen fats won't abate either. Because salvaged fats are used in those products. Some women are already saving as much of their used fats as possible...taking them to their grocer...and receiving the four cents and two red points for every pound turned in. Last year, they salvaged around 170 million pounds...but this year, 250 million pounds of used household fats are urgently needed.

A reminder on your part to those listeners will go a long way towards putting the idea across...and saving a good bit of used fats from a wasted fate down the drain.

## FRESH FOOD ROUNDUP

You won't be rushing the season a bit to talk to your homemakers about crisp, crunchy, eye-catching spring salads these days...and most Southern markets will back you up in their offerings of plenty of fresh produce to go in those salads.

Good quality cabbage, of course, is one of the best of buys now on the market. It's relatively cheap...and it's plentiful. And it's the backbone for many a raw vegetable salad. With it...your listeners should find plenty of celery pouring in from Florida farms...lots of carrots...moderate to light supplies of lettuce, mostly of good quality, plenty of dry onions...and moderate quantities of those tasty little green onions. Incidentally...now's the time to be using green onions in salads, because they're in their mid season...and they should be steady on the market at least for a while.

And here's an encouraging note on the scarcity of the plain old Irish potato. Old potatoes are scarce...with most of the supply going for seed or to the Armed Forces...but new potatoes are increasing gradually and should continue to do so. Sweet potatoes, however, are an excellent food to serve in their place...and there are plenty of them available now, at reasonable prices. Turnips, too, are in adequate supplies...as are turnip salad and mustard greens. Spinach supplies are currently light on most Southern markets.

Tomatoes are a little more plentiful...and their price is showing a slight decrease on retail markets...cheaper than at any time this winter.

Other vegetable buys of the week include light supplies of eggplant and green peppers, and moderate to light supplies of snap beans, a little high priced for this time of year and some of only fair quality.

Fair supplies of good quality oranges continue to be available...though they aren't as cheap as they've been and most of those on the markets are now Valencias, with some late Pineapple varieties. Good quality grapefruit are in fair supply, but apples of good quality are scarce...though there are plenty of only poor to fair quality available.

\* \* \* \* \*

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\* and vegetables. It's advisable to check \*  
\* ..on local markets to make sure these pro- \*  
\* ducts are available in your community. \*

\* \* \* \* \*

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Cop 2



Atlanta 3, Georgia  
March 17, 1945

# Radio Round-up on food...

A Service for Directors  
Of Women's Radio Programs

## SLOW FLOW



*You can tell them why...*

Homer spoke of olive oil in the Iliad as a luxury, and homemakers today have to agree with him on that point. Olive oil is in very short supply and very expensive.

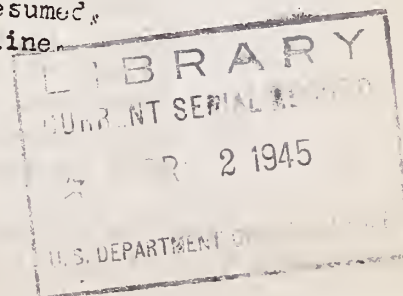
### Oil For American Salad Bowls

World production of olive oil has always centered around the Mediterranean basin, the original home of the olive tree. The Franciscan padres planted the first olive trees in California, and that state today produces practically all the domestic olive oil. But California olives are grown primarily for pickling. As we don't produce anywhere near the amount of olive oil needed to satisfy the U. S. demands, we've relied on imports in the past. The yearly average of olive oil consumed in this country from 1935 to 1939 was 64 million pounds...with only four million pounds produced here.

After the outbreak of the war, domestic production of olive oil increased sharply. But when the Mediterranean basin was again open to Allied Nations and exports resumed, production in the U. S. began to decline.

OFFICE OF MARKETING SERVICES

# War Food Administration



The question is, then, when will we start importing olive oil again in prewar quantities? When the war first broke out, imports came to a stop from Italy and Greece. But olive oil continued to come from Spain and Portugal in limited quantities in their ships. And this situation continues today.



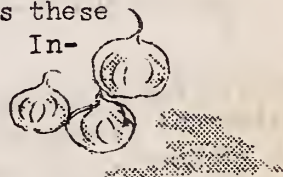
### Precious Product

In all probability we won't be receiving olive oil from Italy or Greece for a few more years. We imported heavily from them in the past, but these two countries now need all the olive oil they can get to help supply their own food needs. The report is that this year Tunisia will have the largest production of olive oil ever on record for that country. But here again most of it will go to help feed her Mediterranean neighbors -- especially Algeria, French Morocco, and France.

Still there's a cheerful post-war note in the olive oil blues song. The extensive olive planting programs now going on in North Africa, especially Tunisia and Morocco, should mean heavy exports of olive oil to us a few years after the war. Another indication of this is the long-standing Mediterranean tendency to import peanut and other cheaper vegetable oils for their own use. Thus these countries can export the more expensive olive oil and obtain foreign credit for importing manufactured items from abroad.

### A PLUG FOR ONIONS

Broadcasters who are suggesting the use of onions in meals these days can rest assured they are plugging a plentiful food. Indeed, onions need extra merchandising efforts right now. Here are some background facts for your information.



Usually at this time the supply of onions that is held in storage...so that civilian needs can be met all year round...is low. But bad weather, with resultant transportation tie-ups, held thousands of sacks of our late crop onions in storage during January and February.

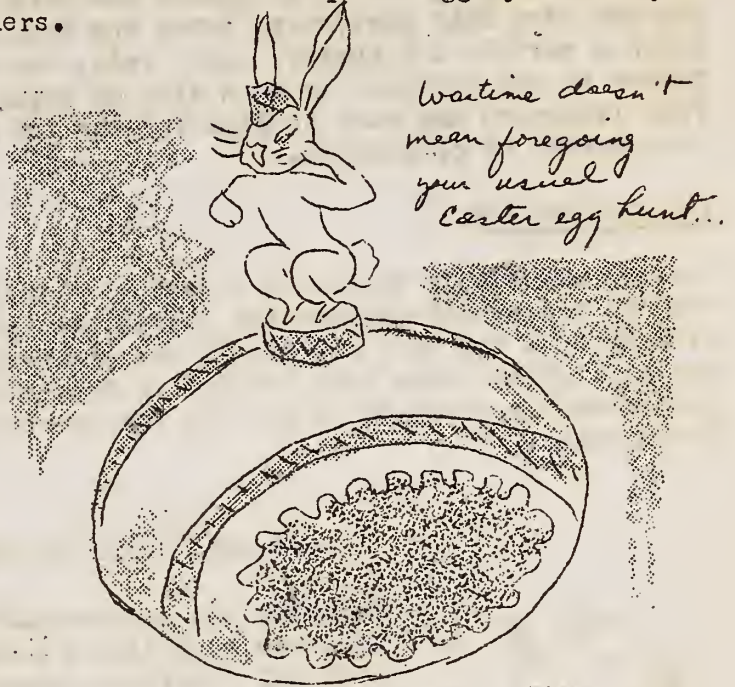
Now that these food pepper-uppers can come out of storage, growers are doing everything possible to make up for lost time. What's more, within a few weeks (first of April) the new crop of onions from Texas will begin moving. And there are indications now that the new crop will be heavy.

The storage crop is in good condition and the prices are reasonable...much lower than at this time last year.

## REPORT FROM THE "DYES" COMMITTEE

With the strains of "Easter Parade" floating in over the radio and a whiff of spring in the air, now's the time for a few tips on egg dyes that you may pass along to your listeners.

Coloring eggs for Easter is almost as old as Christianity...in fact, long before the first Easter, the eggs served as a gift among friends and symbolized the re-creation of spring. Later, Christians adopted the custom of giving eggs and used the egg as a symbol of the resurrection. The first Easter eggs were dyed red for the blood of redemption.



### You'll Have A Choice

Today eggs may be as variegated in color as the rainbow. In the main, there're two types of Easter egg dyes. The first type dissolves in

water. It may come to you in the form of powder, tablet, or paper saturated with color. Or sometimes you may get a liquid dye that needs no further dilution. Any of these gives the egg a uniform color, and frequently manufacturers furnish with the dye various Easter designs...bunnies, flowers, chickens...that can be transferred to the egg when the egg is dry.

### ...If You Like 'em Fancy

The second type of dye does not dissolve in water. Instead it floats in a thin film on top. Different colors may be floated without mixing so that when the egg is dipped through the dye, it becomes streaked and comes out variegated. You may find a very few of these insoluble dyes in a powdered form.

While both types of dyes are safe to use, the insoluble ones are good only for Easter egg coloring. They contain substances like turpentine to aid the dyeing. The turpentine pretty much evaporates when the warm egg goes through the floating film, and little, if any, is left by the time the egg is dry. So the insoluble dyes are perfectly safe to use on egg shells, but not permitted for coloring other foods.

### It's Safe

Almost all Easter egg coloring is made of coal tar dyes. And for our safety, the law provides that food dyes must be harmless and suitable for

their specified use. Then, in order that we may be sure the law is followed, before a batch of dye goes on the market the manufacturer must submit a sample to the Federal Food and Drug Administration. Food and Drug tests the sample, and if it passes the tests issues a certificate that the egg dye from that particular batch has been found to comply, and gives the batch a certain lot number. As a rule, the manufacturer then puts the lot number on the envelope or on a slip of paper inside each package of dye. Your listeners may want to look for the lot number when buying dyes...just as as a matter of protection.

### You Can Dye Now

There's not likely to be any shortage of Easter egg dyes...partly because they're a seasonal product and partly because they take so little dye. Primary coal tar dyes are highly concentrated...a little goes a long way...and so a little made into Easter egg dyes will color many eggs. And that's good news for the kiddies and for the grown-ups who are still kids at Easter-time.

### AN EARLY CALL TO ORDER



*He'd think it  
ally, too.*

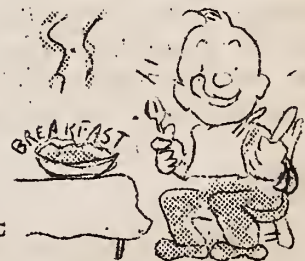
Remember the posters..."You can't breakfast like a bird and work like a horse." They're part of the national nutrition program to see that Americans start the working day with an adequate meal. You see, early in the war, reports showed that breakfast was usually the most neglected meal of the day. Improvement had to be made if the physical and mental energy of war workers was to be maintained during a most productive part of the day.

### Here's An Idea

Broadcasters might be interested in a new slant that the Bridgeport, Connecticut, nutrition committee is taking in the promotion of good breakfasts. This group is now advocating early breakfast meetings.

### ...And Why They Do It

Here are points in favor of the idea as presented by the committee members. First, more business can be accomplished in a shorter time at breakfast. There is no time lost in calling the meeting to order as people usually arrive on time for breakfast. This meal can be served more quickly than the other two, and there's an enthusiasm early in the day to tackle the order of business. All of this adds up to the fact that business steps which would require all evening or several hours at noon can be completed at breakfast in about an hour. What's more the early breakfast session doesn't interrupt the full workday. It also makes it possible to put "meeting ideas" into immediate effect.



Most restaurant managers welcome the idea of business breakfasts. Their eating places are not as apt to be filled to capacity and they can promise reservations. And with many breakfast foods point-free, the menu variety is good. Also, a good breakfast can usually be served for less than the cost of an average lunch.

If you encourage the early meeting idea, you'll also want to recommend a good breakfast pattern...one that's primarily ration-point free.

The menu might include fruit, cereal, perhaps a protein-rich food (such as eggs or a combination of eggs and sausage or poached egg on corned beef hash), toast or muffins, butter or fortified margarine, milk for the cereal, and a beverage.

#### ACCENT ON "WHITE" MEAT

Farmers are being asked to increase their production of chicken. With the present outlook of about 128 to 133 pounds of so-called "red" meats per civilian this year...compared with about 147 pounds in 1944...more chicken meat will come in handy.



Changing war demands and greatly reduced production of some meats, particularly pork, have placed greater dependence upon chicken meat by the Armed Forces and civilians. While present indications point to some three billion pounds of dressed chicken coming up, this amount is not large enough. Out of this must come more than 600 million pounds for the Armed Forces and for export needs. The remaining supply for civilians would not amount to more than 20 pounds per capita...compared with about 24 pounds each last year.

#### More Drumsticks, We Hope

That's why the War Food Administration is urging farmers to raise an extra brood of chickens for meat purposes and to market them as early as possible. Since the civilian shortage of red meat will be noticed mostly between the present time and late summer, farmers who get extra chicks immediately would be able to market their birds up to four pounds weight by late July. The call for increased chickens does not mean holding any of the pullets for egg production. A heavy increase in the number of laying flocks would mean an over-supply of eggs in 1946.

#### THREE-IN-ONE FOOD STORY

In spite of scarcities and rationing, we ate more of most kinds of food per person in the United States last year than during the pre-war years of

1935-39. On the plus side were dairy products (except butter), meats, eggs, tomatoes and citrus fruits, fresh vegetables and grain products. For just one comparison in figures: in the pre-war years, Americans were eating an average of 126 pounds of meat. In 1944 this amount was increased to approximately 147 pounds.

At the same time we had about as much poultry, game and fish as a group; potatoes and sweet potatoes together; and all kinds of beverages as we had in the years before the war. Our only food items falling short of pre-war years were butter, cheese, evaporated milk, sugar and canned and fresh fruits other than citrus.

### ...And To The North

Our neighbor, Canada, fared about as well. Canadians had less potatoes and sweet potatoes...but more fats and oils than they'd used other years. On the other hand, because the United Kingdom imports a large part of its food supply, Britain stood with a minus score on many foods. Britishers ate considerably less meat than in pre-war years, less poultry, game and fish, less fats and oils, tomatoes and fruits.

None of the three countries pampered the national sweet tooth. Each had less sugar. But each of the countries consumed more leafy green and yellow vegetables and fluid milk...a significant step in the right direction from a nutritional point of view.

### INTAKE ON THE UPTAKE

Judging from the latest figures, the Community School Lunch program is making friends at a rapid rate. Almost four and one-half million children are eating lunches in 31,859 schools and child care centers, operating with the financial help of the War Food Administration. The number of children enjoying lunch at school is almost twice the number for the same period the year before.

As you know, schools are reimbursed according to the type of lunches they serve. The last figures available show that about two-thirds of the lunches served were complete meals -- that is, a protein dish, fruit or vegetables, enriched bread, butter or fortified margarine and milk. One of the stipulations of the reimbursable program states that all children shall eat lunch regardless of their ability to pay. And it's interesting to note that during December the children who did not pay averaged daily 441,230.

### It's A Sound Program

The program seems to appeal equally to both urban and rural schools. More rural schools take part but more urban children eat prepared lunches

at school. One of the largest school lunch units is in New York City, where 55,000 grammar school pupils eat lunch prepared in a central kitchen and delivered by a fleet of trucks to the schools throughout the city. The carefully planned lunches, prepared by a staff of 250 employees, follow a general pattern of thick soup or another hot dish, sandwiches, milk, hard cooked eggs, a raw vegetable, such as carrot sticks, cabbage wedges, celery or green peppers, and either stewed or fresh fruit.

In contrast to this large scale lunch program let's take a look in during the noon hour on one of the many one-room schools in the United States.

The Elk Prairie School in Montana has 12 pupils. Last year the teacher took it upon herself to cook at home the night before a stew or soup which she re-heated on top of the stove that supplied heat for the one-room building. The children enjoyed it so much that the parents arranged to have one of the cloak rooms sealed off and equipped for the preparation of a simple meal. Now the teacher and pupils prepare the food and enjoy a complete meal, partially financed by Federal Funds.

Whether the Community School Lunch program as it is now set up will continue after the end of this school year depends on the action of Congress. The appropriation made last July, 1944, was made for one year only.

#### FAT - TERNITY PLEDGES

Every homemaker who's putting by her used kitchen fats is working with the Armed Services, the farmer, the industrialist -- in short, the rest of America. And working...not in some big general way...but on a specific task.

In Army and Navy kitchens in this country, mess officers and chief cooks keep a sharp eye to see that no fat is wasted. They see to it that meat trimmings are rendered and kitchen greases are saved in big tins for regular collections.

In the past, hotels and restaurants have done a good job of helping in the fat salvage drive. So, too, have the homemakers. And it's expected that...like the homemakers...hotels and restaurants will pitch in to achieve the goal for the 1945 fat salvage drive. And incidentally, that goal -- from home kitchens alone -- is 250 million pounds.

The farmer, for his part, is saving the tallow from the slaughter of cattle. He's raising cotton...soybeans...peanuts...and other oil producing products to near-record levels.

So when one of your listeners scrapes out the last drop of used fat, she's "in the groove" with the rest of America. Maybe you'd like to tell her so.

## FRESH FOOD ROUNDUP

Maybe the song of woe of many of your listeners has been changing from one of not enough meat ration stamps, to plenty of stamps but not enough to use them for. Here's a word of consolation. And that's the news of the fresh produce markets this week...because there's a good and varied selection of fresh vegetables available...and they won't break the modest income tax-week budgets, either.

First of all, top buys are good green heads of cabbage rolling in to market in plentiful supply and at relatively cheap prices...plenty of dry onions of good quality and reasonable cost...and a lot of rutabagas, cheap and plentiful, coming to us from Canada.

And there are plenty of other buys. Snap beans are in fair to good supply, though the price is a little high. Turnip greens are really coming into their own these days, with March the biggest month for marketing this vegetable. Mustard greens, too, are a good buy.

For crisp, crunchy spring salads...there are moderate supplies of carrots and celery of good quality...and fair prices. Though sweet potatoes are a little high for this time of year, they are reasonable enough...and they are plentiful...so your homemakers won't have to bemoan the short Irish potato supply. Speaking of those Irish spuds...the old crop continues to be scarce...but new potatoes are increasing on most markets. Both are selling right around ceiling level.

It's a little past peak season for those tender little green spring onions, but there are still fair supplies. And there are light quantities of good quality beets available.

Tomatoes are more plentiful than they've been in many a moon, but they're still a little high priced for the best quality.

And, for something to look forward to, you might tell your listeners that asparagus is just starting marketward from Georgia and South Carolina farms. Of course, current supplies are limited...but they're due for an increase by the last of this month.

The fruit story is much the same as it's been...with oranges the best buys. They're plentiful...mostly Valencias...they're reasonably priced, and they're of pretty good quality. Moderate supplies of grapefruit are available, too, though they're a little higher priced. Fair quantities of apples are on the markets, though quality of much of the supply is not of the best...and the price is right around ceiling level. For a note of luxury...there are a few high priced strawberries already available...and light quantities of fresh pineapples and bananas.

\* \* \* \* \*

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RADIO ROUND-UP ON FOOD - (To 575 radio stations and about 900 other key information people via Regional Offices)

A "service" sheet for Directors of Women's Programs with news on food supplies, war food orders, nutrition, food preservation, school lunch, industrial feeding and other items on food of interest to radio listeners. About 80 percent of each ROUND-UP is written in Washington. The copy is sent to the five Regional Offices by leased wire and air mail. After adding news of regional interest the five Regional Offices mimeograph ROUND-UP for Saturday mailing to 575 radio stations. The following Wednesday a copy is mailed to about 900 others who have requested the service...home economists and people in key information positions. ROUND-UP is written in a background style that a commentator can easily adapt to her own. By using background style instead of script the same material can be used by several foodcasters in the same city.

PLEASE SEE PAGE 4 FOR STORY ON WOMEN'S  
LAND ARMY.

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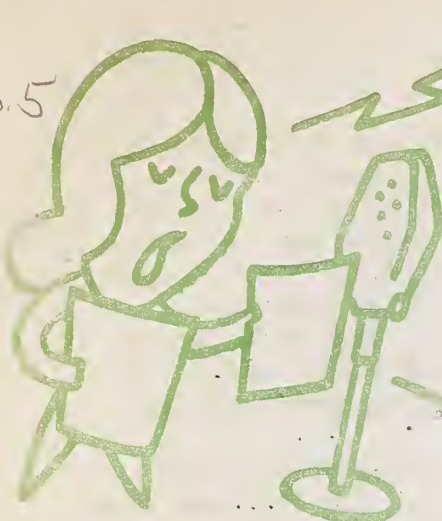
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Atlanta 3, Georgia  
March 24, 1945

# Radio Round-up on food...

A Service for Directors  
Of Women's Radio Programs

## A RE-EVALUATION IS NECESSARY

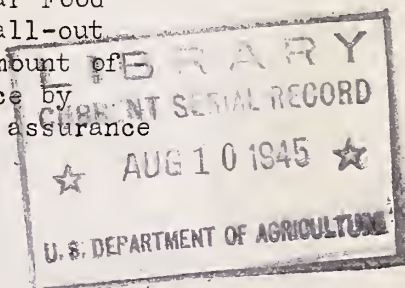


It's true that certain food items such as meat, lard, fats and sugar are not plentiful enough right now in this country to meet all the demands of all claimants ...our Armed Forces, civilians and Allies. However, maybe your listeners are too conscious of these shortages and forget the over-all food production effort and the many items in good supply.

So that there will be no misunderstanding on the food situation, certain basic facts should be recalled. You might like to remind your listeners of some statements made by Marvin Jones, War Food Administrator.

On the food production front, Judge Jones points out that "the farmers in America...despite handicaps of war...have produced substantially more food in each of the war years than they did in peace time." (Last year, record or near-record levels were set for just about every food item...with a total production one-third higher than in pre-war years. And the latest crop report indicates another year of all-out production.)

"This year," Judge Jones said, "the War Food Administration is continuing to urge all-out production of the greatest possible amount of food. Congress has provided assistance by making available price supports as an assurance to farmers."



OFFICE OF MARKETING SERVICES

# War Food Administration

## We'll Be Well Fed

As for the present food situation, Judge Jones pointed out that there is still a good supply of food in this country. "Certain items such as meats, lard, fats and sugar are less than the over-all requirements, but other items are in plentiful supply. And even after taking into account those that are in short supply, there is sufficient...if it is properly distributed and shared...to assure our people a good, wholesome diet. The people in the United States, on a per capita basis, have been eating more than they did prior to the war." Here again broadcasters can point out the substitution of more plentiful foods for those in short supply.

Judge Jones had this to say of other than civilian requirements..."the requirements of our Armed Forces are necessarily growing and everyone wants these requirements to be met." And this of supplies for our Allies..."we know that only because of the food that we were able to furnish the Russians and our other fighting allies have they been able to carry on as they have in their military operations. This not only serves them, it serves us as well." As for relief supplies, he said, "there are certain relief needs in Europe and the Pacific area, especially in the wake of battle, that must be met."

He summed up these needs by saying, "I am sure, in the light of these facts, that the people of the United States will make every effort to be helpful in assuring an adequate supply for our Armed Forces and our fighting Allies. We all realize the necessity of sharing this food and playing square with our neighbors...and our fighting forces and our Allies."

## AROUND THE CORNER



There'll be substantial increases in the plantings of crops needed to meet the war situation, according to the very latest report from the United States Department of Agriculture. Every month the Crop Reporting Board of the Department puts out a statement on crop conditions...and the March report is of interest because it tells how the farmers across the nation have again expressed their intentions to plant near-record acreages of the principal food and feed crops this year.

### Grains Going Up

Rice is one crop with a near-record acreage indicated for 1945. Expected demands, good yields last year and favorable conditions this spring are factors in this increase. Another grain showing an increase was winter wheat...five million acres more

this year than last. Oats showed an eight percent increase. This increase was chiefly due to the fact that labor and equipment requirements for this crop are relatively low, and because oats have gained in favor as a feed crop.

The greatest indicated increase this year is in flaxseed plantings...upped 37 percent. This crop is important for linseed oil to meet civilian and military requirements. There also will be 20 percent more sugar beets planted than last year. Even though there's an increase reported in the acreage of sugar beets, farmers have some apprehension concerning labor for thinning and harvesting the beets. So the 1945 indicated acreage is still under the 1934-43 average.

These indicated increases will offset the crops going down in acreage this year. Decreases are expected in such feed crops as corn, barley and sorghums...and in such food crops as dry peas and beans, sweet potatoes and potatoes, soybeans, peanuts and spring wheat. The total acreage of commercial vegetables seems likely to be only slightly lower than in 1944. Some of the farmers are cutting back on certain crops because their boys have been called or expect to be called for military service. The older men cannot carry the overload, and some are less skilled at repairing power equipment. Also, some machinery parts and services are harder to secure. So most farmers feel compelled to shift to a combination of crops and livestock which will spread the work load. There does not appear to be any large area where farmers are seriously handicapped by weather, finances, seed or feed shortages.

#### APRIL FOOLING AT EASTER

With Easter and April Fool's falling on the same day this year, you may want to tie in with your program a common fallacy about eggs. Most of us have heard from the cradle up that raw eggs are easiest to digest. Actually either soft or hard-cooked eggs digest more completely than raw ones. Our main concern is to keep the eggs tender by cooking them over low, slow heat.

And here are other "old wives' tales" that you may find useful in connection with April first.

True or false? It's dangerous to eat seafood and drink milk at the same meal. False, obviously, since some of our tastiest fish dishes...clam chowder, oyster stew, lobster Newburgh...require milk in the making.

And another fallacy that may well be exploded while meat is scarce: Athletes and others doing heavy muscular work do not need more meat in their diets. Strenuous activity calls for a high-calorie diet, but it's expensive and unnecessary to supply the calories in the form of protein.

## GIVE 'EM THE COME-ON



*swap this...*

The nation's farmers have been asked to produce the greatest possible amount of food this year. At the same time, agriculture's labor ranks are being reduced further this year to meet the needs of the Armed Forces. So the importance of recruiting emergency farm labor is most urgent this year if farmers are to meet their goals.

War Food Administration estimates that four million women, men, boys and girls from towns and cities are needed to work on farms this year. Of that number, about three-quarters of a million must be women; a million and a half, boys and girls.



*for this, and  
let's pitch in  
to help -*

As in previous years, the greatest need for women will be for seasonal farm work...teachers and college girls with two to three months vacation, business girls willing to spend part of their vacation in emergency farm work or in a canning factory; housewives who will, when the local call comes, help save a crop of beans or tomatoes, berries or apples.

You can help tremendously by telling your listeners about these needs...and stressing the importance of filling them. It's not too early to plan how you can do this most effectively.

### It's Good Copy

The supervisor of the Women's Land Army for your state can help you tie in your copy with local farm labor needs. The state supervisor can tell you to what extent women will be called upon to help on farms in your locality. They can also help you arrange features...such as interviews with town and city women who have worked on farms.

If you don't already know the name and address of your local farm labor officer, the state supervisor will supply you with this information. You will find the name and address of the Women's Land Army supervisor for your state in this issue of ROUND-UP... see page 8. The people listed are in charge of all U. S. Crop Corps activities...including the Women's Land Army.

## MEAT DELETE

Here's the latest information on civilian meat supplies for April through June: more veal, lamb and mutton than was available during the first three months of the year, but less beef and pork. This all simmers down to a continuing tight supply of meat.



The civilian allocation of meat for this coming quarter is 3 billion 793 million pounds...12 percent less than in the first quarter of 1945.



The cut is necessary because right now we're going through the seasonal low time for livestock marketings, and because increased supplies of meat must go for military uses. The civilian supply will now mean about 115 pounds of meat per person this year. This is almost 30 pounds less than

in 1944. Nor can we expect much improvement in supply before the fall months when livestock marketing is on the seasonal increase. The end of the war in Europe will not materially affect the meat situation.

### So That It Will Be Shared...

Because the meat supply will be tight there are plans now under way to see that what we have is more fairly distributed...especially to congested war production centers. This new distribution plan will become effective as soon as regulations can be formulated by the OPA under authority delegated by the War Food Administrator. The action will see that more cattle and hogs move into federally-inspected plants and thus into inter-state trade channels. When livestock are slaughtered in non-federally inspected plants they cannot be shipped across state lines. So if a meat producing state tends to have a large number of its cattle going into this type of plant the local supply of meat is out of proportion to what other non-producing meat states have.

The military forces will get four percent more meat the next three months than they received in the first quarter of the year. This supply will assure the necessary meat ration for our fighting men and women. Also, in addition to our military personnel we must send rations for civilians working with our Army overseas, prisoners of war and part of the Allied Armies...including the Filipinos and Free French and Italian units serving with the U. S. Army. Prisoners of war menus now contain meat alternates and the amount of meat required for this purpose has been greatly reduced.

There'll be substantial reductions in the amount of meat going to Lend-Lease in the next three months, too. The only supplies to be made available are 325 million pounds. Almost all of this will be pork and beef tushonka...a canned meat product with a high percentage of fat...which had been contracted some months ago by Russia for its Army. The United Kingdom will only get 25 million pounds of meat the next three months, compared with 207 million pounds in the first quarter. Limited supplies of meat for feeding civilians in liberated areas will be made from stocks held by the United Kingdom. This reduction in the foreign allocation was made because any further reduction of supplies in the United States would create difficult distribution problems. Still, our meat ration will be larger than that in the United Kingdom. Last year the British per capita ration of meat was 50 pounds less than ours.

### IT'S MANNA TO THEM

This is Red Cross month and a good month to tell your listeners about prisoner of war packages.

Under the Geneva Convention, prisoners may receive individual packages of food...meant particularly to fill in the hollow spots left by the prison diet. The War Food Administration buys most of the food for these packages, but the boxes move into prisoner hands through the International Committee of the Red Cross.

The American Red Cross prepares and ships all food packages sent from our country to American and Allied prisoners...but in turn, the Governments, to whose nationals the packages were sent, reimburse the Red Cross for the cost of the packages.

### Here's The Idea

The items in the food packages are planned by the Red Cross Nutrition Service in consultation with the Office of the Medical Director. Each package when wrapped and ready for shipping weighs 11 pounds. Much had to be considered in planning the package. Above all else, food items must be nutritious. Prison camp diet is likely to be starchy and deficient in proteins, fats, vitamins and minerals. It's been the aim of the Red Cross to give...as nearly as possible...food that will provide the essentials for an adult doing sedentary work.

### To Bring Cheer And Health

Then, after the nutrition angle, came the question of likes. So far as possible, the Nutrition Service planned for food items that prisoners like and have been used to at home. And to prevent monotony, many items vary from week to week. Always there's a basic pattern of milk, table fat, cheese, meat, and dried fruit...but the other items vary as do the kinds of meat and fruit.

Since the packages may be in transit a long time and in all sorts of climates, the food items have to be able to "take it." Ration D chocolate bar, for instance, has been used because it can withstand temperatures up to 120 degrees. Red Cross packages as a rule can stick it out for a year in good condition.

As an example of what a POW gets, here's a typical package: whole powdered milk, processed American cheese, an Army spread (butter and cheese), whole spray, dried eggs, corned beef, pork luncheon meat, peanut butter, salmon, prunes or raisins, jam, biscuits, chocolate bar (Ration D), sugar, coffee, (soluble), salt and pepper, multivitamin tablets, chicken noodle soup.

In addition, each package contains four or five packs of cigarettes, four ounces of soap, and sometimes chewing gum.

As you know, the Japanese have not been cooperative in providing the necessary facilities for relief supplies to go regularly to prison camps throughout the Far East. But those shipments which have reached our prisoners in Japanese hands contained a high amount of protein, as many as five tins of meat...fish and cheese.

The Red Cross makes every attempt to give each American prisoner one standard food package weekly. For if a POW gets his package each week, he's not likely to run into any serious nutritional deficiencies. Besides the standard food packages, there's a special Christmas package, and a special invalid package with foods particularly adapted to the needs of the sick.

#### FRESH FOOD ROUNDUP

Best buys of the week in the fresh food markets of the South continue to feature cabbage...good in quality and comparatively cheap in price. Best of the lot is coming in from Central Florida. Dry onions are plentiful, too, though green onions, now past their peak, are in only light supply. Though the season is about over on collards, there are still plenty of leafy greens available...including fair supplies of turnip greens, mustard greens and light supplies of home grown spinach selling at fairly low prices. Kale is now coming to market at cheap prices. Rutabagas are plentiful...though demand is light...and light to moderate supplies of turnips are reasonably priced on most Southern markets.

English peas are now moving marketward from South Georgia. Other fresh vegetable buys include fair supplies of good quality carrots...moderate quantities of celery...now as low priced as at any time this year...light supplies of snap beans...and plenty of tomatoes...though prices are relatively high. The Irish potato story remains much the same...with old potatoes scarce...and only fair supplies of new potatoes available and selling right around ceiling level. Sweet potatoes are in good supply, however. Citrus fruit leads the fresh fruit buys...with moderate to liberal supplies of reasonably priced oranges and grapefruit and fair quantities of lemons. Apples available are mostly of small sizes...and the best quality are selling at ceiling level. Luxury items include light supplies of high priced strawberries...Poudre Easter pears...and pineapples.

You will find the name and address of the Women's Land Army supervisor for your state in the following list. Perhaps you'll want to save these names, too, for later reference.

Anything you can do through your programs to encourage women and boys and girls to give some time to farm work this year is high-priority help with the war.

ALABAMA

H. Earl Williams  
Agricultural Extension Service  
Alabama Polytechnic Institute  
Auburn

FLORIDA

Mrs. Bonnie J. Carter  
Agricultural Extension Service  
Experiment Station  
Gainesville

GEORGIA

Cornelia Daniel  
Agricultural Extension Service  
University of Georgia  
Athens

KENTUCKY

Myrtle M. Weldon  
Agricultural Extension Service  
University of Kentucky  
Lexington

VIRGINIA

Nancy Tyree  
Agricultural Extension Service  
Virginia Polytechnic Institute  
Blacksburg

MISSISSIPPI

Kate Lee  
Agricultural Extension Service  
Mississippi State College  
State College

NORTH CAROLINA

F. S. Sloan  
Agricultural Extension Service  
State College Station  
Raleigh

SOUTH CAROLINA

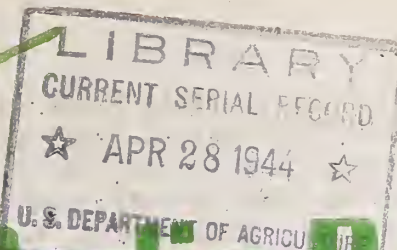
Mrs. Alice W. Hill  
Agricultural Extension Service  
Clemson Agricultural College  
Clemson

TENNESSEE

Mrs. Elizabeth Lauderbach  
Room 220  
Federal Building  
Chattanooga

300 copies  
3-30-45  
GENERAL DISTRIBUTION

Atlanta 3, Georgia  
March 31, 1945



# Radio Round-up on food...

A Service for Directors  
Of Women's Radio Programs

## PROTEINS PRO TEM



my protein  
product isn't  
rationed...

Because we use the same ration points for meat, fats and cheese, some people tend to think these foods are all the same type ... that is, protein foods. Since supplies of these red-point items are not sufficient to meet unlimited demand, these cheerless chortlers say there isn't an adequate supply of protein food in this country. Broadcasters can do a lot to clear up these two mis-statements.

### It's In a Lot of Foods

In the first place, our main protein foods are meat ... fish ... poultry ... milk ... cheese ... eggs ... dry beans and peas ... soybeans and nuts. And there's a certain amount of protein in flour and cereals, too. Protein foods, you know, are the ones that help build and repair the body. No-



... nor is this ...

where in this protein classification are butter, margarine and other fats. Fats are energy foods and they also give the diet "staying qualities." Butter and fortified margarine also provide Vitamin A.

As for that statement about protein adequacy..... only two of our protein foods -- meat and cheese -- are on the ration list. And even some meats and cottage cheese are not rationed now. So it looks like our protein supply isn't too limited. It's simply a matter of considering the more plentiful and unrationed protein foods which we can alternate for meat.

OFFICE OF MARKETING SERVICES

# War Food Administration

## Here's Where You Get Some

Thanks to bumper crops of grains in 1944, bread and cereal products are on the abundant list this year. While cereal foods do not offer protein in the quality and quantity that would let us rely on them alone, this limitation can be partly offset by eating them in sufficient quantity and more frequently. When they are combined with a little milk, meat or eggs, they provide the diet with good quality protein. In a study of the American diet in 1942, the Bureau of Human Nutrition and Home Economics found that 28 per cent of our protein comes from cereal foods. Dry beans and peas can carry some of the protein load and they will be in adequate supply for civilians.

## Instead of a Lamb Chop...

Eggs are interchangeable with meat as a source of protein. And there will be good supplies of eggs this year for civilians. By way of comparison, the amount of protein yielded by a lamb chop can be obtained from one and a half eggs....or one and a fourth ounces of cheddar cheese or a large glass of milk.

Milk production is always highest in the months of April through June. It's expected now that consumers will be able to meet all their requirements for fluid milk and for buttermilk. Cheddar cheese will be available in the same amount as in the past months, but we can expect increases in the supply of cottage cheese.

Ice cream production also starts going up in April until the peak production period is reached in July. So...all in all, there's no need to take a dim view of our over-all protein supply.

## LETTING THE CANDY "BARS" DOWN

After the first of April you'll notice more candy bars, rolls and packages at confectionary counters across the country.



Our candy manufacturers are only going to be required to set aside 35 per cent of their production for the Armed Forces instead of 50 per cent. Since October, 1944, all manufacturers who made more than 10,000 boxes of the five cent candy bars a month, have been sending half of their production to the Armed Forces for sale in post exchanges and ships service stores in this country and abroad.

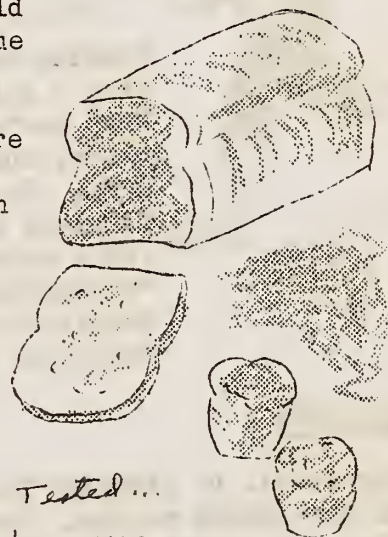
The reduction in the candy bar order was possible because the Army now has received a sufficient amount to fill supply lines. Subsequent requirements after April 1 can be filled with the reduced percentage. But due to the fact that less sugar will be available to candy manufacturers the next three months than the past three months, the increase in candy bars for civilians will not be as large as might otherwise have been the case.

### COLOR CRITERION

Under wartime regulation all bakers' white bread and rolls must be enriched. As for the flour used in home-baking, some of it is enriched on a voluntary basis by millers. In fact...for the past two years, the greater percentage of the flour sold for home use has had stepped-up nutritive value due to added niacin, thiamine, riboflavin and iron.

To see that the terms of the enrichment program are followed, specialists in the Office of Marketing Services, War Food Administration, make tests with samples of bread from bakeries throughout the country. Most of the testing is done at the Beltsville (Md.) Research Center of the War Food Administration, but some is done at the Processed Foods Inspection Laboratory, San Francisco.

Right now there's a new chemical test which will indicate almost instantly whether flour is enriched or not. Developed at the Beltsville (Md.) laboratory, the test requires the use of only two reagents...a four per cent aniline solution in ethyl alcohol and a four per cent aqueous cyanogen bromide solution.



*Tested...  
for your  
benefit —*

### How It's Tested

Those are pretty fancy names but the actual test is simple. About one-half to one gram of flour is pressed on a white blotter or in a porcelain dish. Two drops of the aniline solution are dropped on the flour, followed by three drops of cyanogen bromide solution. Almost immediately a canary yellow color appears if the flour has been enriched. The intensity of color depends on the amount of niacin present in the flour.

A color comparison has to be made within four minutes after application of the reagents because even unenriched flour will develop a slight yellow color after 10 to 15 minutes... evidently due to the fact that a small amount of chemically-bound niacin is naturally present in unenriched flour. Enriched flour, however, contains a relatively large amount of niacin in a free state because it has been added in the enrichment process.

The new test is also helpful in detecting enriched bread. It should be remembered, though, that this test shows only the presence of added niacin in bread and flour. The exact amount of all flour enrichment ingredients required by War Food Order 1 can be determined only by a longer and more complex method of testing.

### SOMETHING FOR JOE'S GIRL



A farm after war! That's the dream of many Joes now on the fighting fronts. On the basis of an army survey, it's now estimated that about a million service men and women expect to go into farming when the war is over.

Sharing Joe's dream is the girl who'll play a major role in helping build that post-war farm home. (In some cases, this girl is already Joe's wife. In other cases, she's the girl he plans to marry. Or she may be Joe's mother.) Right now, Joe's "women-folks" are in a better position than he is to get information on farming opportunities.



### Help Her Plan

Probably you'll be slanting broadcasts to Joe's girl through the coming months. She wants to know about the help they may expect. For example--the loan guarantee in the G. I. Bill of Rights. Briefly...the government will guarantee repayment of 50 per cent of the money the qualified veteran borrows to buy a farm, livestock and equipment... provided the 50 per cent does not exceed \$2,000. The veteran borrows the money from a commercial or from a government lending agency. Repayments on real estate purchases can be paid back over a period of 20 years at 4 per cent interest.

But getting the money to buy the farm isn't the only problem confronting Joe and his girl. Whether they borrow the money or use their war savings and his mustering-out pay to buy their farm, the big problem is to make a wise investment--to buy a farm that...with skillful operation...will bring them and their family a good living through the years.

Joe and his girl need help in judging the value of the farm on the basis of its long-time earning capacity. They want to get full value for their money. They need to be warned against the hazards that await the unwary. They need practical, down-to-earth information from men who know the complicated business of farming.

### Sound Advice

You can tell Joe's girl that agencies in the Department of Agriculture stand ready to help out. If she and Joe want to know where there are farms for rent or sale, about how much money they'll need, what kind of farming is best in the area, or any other general information of that kind, they should contact their Extension Service county agent.

But if she and Joe have a farm in mind and know all about the farming they want to go into, they can contact a bank or other lender for a GI loan. In getting their loan, they'll have help in seeing that they make a wise and sound investment. The Farm Security County Committee reviews every GI farm loan before it is made...and makes sure that Joe and his girl won't get a bad buy with their money.

### AN EAR TO THE GROUND

It looks like a banner gardening year. That's the gist of reports coming into Washington, D. C. Victory Garden Headquarters from state garden leaders and commercial seedsmen.

The majority of gardens are already planted here in the South. Since State goals call for substantial increases over last year, it's not too late to put in such vegetables as snap beans, squash, peppers, eggplant, beans, beets, carrots, sweet potatoes, turnips, radishes, tomatoes--almost any.



Everybody who has or can get a plot suitable for gardening should grow and preserve more of his own food supply. Food grown in the home garden eases the pressure on commercially produced fruits and vegetables needed for military, lend-lease, and relief purposes. But that's only part of the story. By growing your own you play safe.

No doubt you'll do all you can to encourage gardeners and give them information to help get the most from their gardens. Maybe there's an organized Victory Garden program in your city that you can help along. The editor of the Agricultural Extension Service of your state college of agriculture will gladly supply you with information on "how goes" the organized Victory garden program in your coverage area. The name and address of the editor in your State will be found on Page 8 of this issue of Round-Up.

### HEP-CATS GET HEP

And speaking of food production, farmers are going to need the help of patriotic boys and girls of teen-age again this year. We referred to that fact last week in the Round-Up story on the Women's Land Army.



At least a million and a half boys and girls from towns and cities will be needed to do farm work...as Victory Farm Volunteers of the U. S. Crop Corps.

#### Back to the Land

You can help by finding out about the farm labor call for teen-agers in your community, and by encouraging parents to give permission for their children to do farm work. These young helpers can find where they will best fit into the farm work schedule by talking with their school principal or scout master...some other youth leader...or the county agricultural agent. Probably any one of these organization heads would be glad to appear on your program and give the answers to some of the questions about plans for recruiting farm labor.

For general information on the need for emergency farm help in your entire area, how and when it will be recruited, we suggest you get in touch with the editor of your State Agricultural Extension Service. See list of names and addresses on Page 8.

#### GIVING YOU THE BIRD

If your local poultry markets are supplied from the major broiler-producing states of Delaware...Maryland...Virginia...West Virginia...Georgia...Oklahoma...Missouri and Arkansas, you probably haven't been talking up chicken menus the past weeks. But you may notice some improvement in the chicken supply.

#### ...And Why

Here's a bit of background on this hopeful statement. The eight broiler-producing areas we just mentioned have been offering 100 percent of their dressed poultry to Quartermaster Corps buyers. Now a weekly processing goal will be established for each chicken dressing plant in these eight states. Those processors who exceed their goal will have some poultry to release into civilian channels.

With this revised program it is expected that processors will speed up their production and thus meet the Quartermaster requirements for poultry sooner. It will also mean a small flow of poultry into civilian channels without reducing the present rate of buying for the Armed Forces under the set-aside terms.

## POINT CHANGES

April 1, ration points for canned asparagus and peas go up 10 blue points for the No. 2 can. Good news in the canned fruit line is that sweet cherries, plums, prunes, and tomato juice each go down in point value.

Here's the reason behind these point changes: peas and asparagus are being purchased a little too rapidly to spread the supplies evenly over the remaining months of the current pack year. On the other hand, sweet cherries, plums, prunes, and tomato juice could move a little faster.

Red points for margarine, shortening, salad oils, lard and pork products will go up from one to three points during the April rationing period. Again, these point changes were made to keep supply and demand in reasonable balance.

## FRESH FOOD ROUNDUP

Grocery stores might well fill their empty meat counters with fresh fruits and vegetables these days...because there're plenty of lots of varieties available throughout the Southern region. You might remind your homemakers that there's no excuse these days for menu-monotony. Spring calls for sprightly menus...colorful foods...and crisp mixed salads.

For those salad bowls, they should find plenty of cabbage this week...still selling at comparatively cheap prices. The quality is good on most of it, too. Then...there are plenty of reasonably priced carrots...adequate supplies of celery, though the price is up a little on this vegetable...and a little more lettuce than has been available recently...with the price right around ceiling level. And there are plenty of colorful radishes...and moderate supplies of green peppers selling at reasonable prices. Cucumbers are coming in to give those salads new crispness...and there are still plenty of green onions. Dry onions are about the cheapest current buy on the markets. Tomatoes...though plentiful...continue to sell at rather high prices in most sections.

For other vegetable dishes...your listeners will be glad to know that the old standby, Irish potatoes, are in much better supply than they've been in weeks. The price is a little below ceiling on old potatoes, coming in from the North, and right around ceiling for new potatoes. Sweet potatoes continue in good supply and reasonable prices. And for other root vegetables...they should be able to find fair supplies of turnips at moderate prices. For something new to dress up spring meals, there's a light supply of asparagus available, a little high for the season. Snap beans are in lighter supply than they've been, and higher priced, due to the heavy demand. For green vegetables...turnip greens take the spotlight, with plenty available and prices low.

Oranges continue to take top place in the fruit line-up, with plenty of Valencias rolling in at reasonable prices. Grapefruit are lighter on the markets...but they're adequate for the demand...and their price is not exorbitant. Apples of small sizes are liberal in supply...and the quality varies...but larger sizes are scarce and are bringing ceiling prices. Occasional shipments of pineapples can be bought for prices that aren't too high for this time of year. Strawberries are on the increase...coming mostly from Alabama and some from Florida...with Georgia due to ship soon. Prices are high.

You will find the name and address of the Agricultural Extension Service editor for your state in this list. Perhaps you'll want to save these names for later reference.

Alabama.....Louis O. Brackeen, Extension Agricultural Editor,  
Alabama Polytechnic Institute, Auburn.

Florida.....J. F. Cooper, Editor, Agricultural Extension  
Service, Experiment Station Building,  
Gainesville.

Georgia.....J. P. Carmichael, Acting Agricultural Editor,  
College of Agriculture, University of Georgia,  
Athens.

Kentucky.....C. A. Lewis, Editor, Extension Service,  
College of Agriculture, University of  
Kentucky, Lexington, 29.

Mississippi.....Jack L. Flowers, Extension Editor, Mississippi  
State College, State College.

North Carolina.....F. H. Jeter, Agricultural Editor, North Carolina  
State College of Agriculture, State College  
Station, Raleigh.

South Carolina.....A. B. Bryan, Agricultural Editor, Clemson  
Agricultural College, Clemson.

Tennessee.....A. J. Sims, Extension Editor, College of  
Agriculture, University of Tennessee,  
Knoxville 7.

Virginia.....R. D. Michael, Extension Editor, Virginia  
Polytechnic Institute, Blacksburg.